Description

In 2019, we are organizing eleven web conferences on various editorial topics. In these conferences, 3-4 speakers will each present a technology, a solution or a case study. Users can get a good overview of the topic in just 90 minutes.

We take care of everything: technical platform, marketing, lead generation, implementation...

Target audience are manufacturers, service providers and operators from all user industries and sectors. We reach 100+ registered participants per web conference.
**Blockchain on January 24**
What makes the blockchain technology so interesting for industrial applications? What is the potential for logistics and Co.? “Public” or “Private”? Buy or develop by yourself? What are the alternatives? IOTA as crypto currency for M2M communications.

**Edge Computing on February 7**
How can the security of edge applications be ensured? What data should be processed where? How can a seamless integration between cloud and edge be implemented?

**IoT-Platforms & Connected Processes on March 12**
How can a continuous data flow be guaranteed? Which IoT platform is right for us? Buy or develop it yourself? How do you set up new business models?

**Industrial Cyber Security on April 11**
How much security is useful? Which security strategy is appropriate? How can cognitive systems support security? How can employees be trained and sensitized? How do you react to an attack?

**Retrofit for Buildings, Plants and Machinery on 14 May**
How can existing machines be upgraded or converted in such a way that the individual machines can be connected to each other? How can the task of "installing" digital processes be implemented in a time- and cost-efficient manner with existing employees?

**Predictive Maintenance on June 6**
How can effective data preprocessing (data cleansing) look like? Which software tools can be used? What does the infrastructure look like for large amounts of data? Who owns the data?
IoT-Startups on July 4
Which new IoT start-ups are entering the market? What are their topics and business models? Can start-ups compete with established companies? When does cooperation make sense and what are the challenges?

Connected Production on September 24
What are solutions for the production of the future? What are the biggest challenges? Which stakeholders in the company do I have to involve? What hurdles do you have to overcome?

Analytics & IoT on October 24
What has to be considered when different data sources and types are combined? How do I manage to implement projects with reasonable effort and not get bogged down in details? What are the actual benefits of the data and insights gained? How can I use this knowledge to implement new business models?

Connectivity & Sensor Technology on November 7
Why is 5G the key technology for digitizing the industry? Which new applications will then be possible? Which technology is suitable for which application? Is Narrowband IoT the better 5G? How do I get the data? How do I tap into data sources? What technology should manufacturers of connected devices and machines rely on?

Digital Transformation & Work 4.0 on December 5
How will we work together in the future? Which tasks will soon be performed exclusively by machines and where will people remain indispensable? What does this mean for our work-life balance and the way we work in the future? What new skills are required?
# Conditions and details

<table>
<thead>
<tr>
<th>List price</th>
<th>Web conference with two or three further speakers € 4,950 (plus VAT) incl. 100 leads – additional leads on request</th>
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<tbody>
<tr>
<td>Period</td>
<td>3 months</td>
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<td>Client’s objectives and examples</td>
<td>The customer receives a guaranteed number of 100 leads with a variety of criteria including company, name, function, contact information, industry and company size. The customer gains reach and awareness beyond the leads in the relevant target group. The extensive lead information enables the customer to process leads in a targeted manner. Thus, the product is particularly suitable for customers who strive for lead processing on the basis of several criteria.</td>
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<tr>
<td>Services and coverage components</td>
<td>Web Conference: Provision of the technical infrastructure, moderation, recording and hosting. The customer receives the generated leads. Vogel Communications Group implements marketing activities to generate these leads. Which activities are used and to what extent is at the discretion of the responsible campaign manager. Subsequent reporting on the activities is not possible. The following activities can be applied for marketing purposes: Publication in editorial newsletters, stand-alone mailings, direct mailings with several whitepapers simultaneously, banners/text ads/native ad formats, re-targeting ads, content distribution networks and press portals, social media postings/social media advertising, search engine advertising, advertising networks, telemarketing, editorial mentions, etc.</td>
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<tr>
<td>Lead format</td>
<td>The content of the Web Conference will be designed by the customer. The customer also provides the speaker. Vogel Communications Group provides the technical infrastructure, moderates and supports the content. The Web Conference should offer a contentwise value for the target group. Vogel Communications Group reserves the right to reject Web Conference presentations that do not meet these criteria.</td>
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<tr>
<td>Lead guarantee</td>
<td>100 leads – additional leads on request</td>
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<tr>
<td>Lead features</td>
<td>First name, last name, e-mail, telephone number, function, position, company name and address, company size, industry sector. The provided leads are checked automatically and manually by detailed quality checks.</td>
</tr>
<tr>
<td>Identification</td>
<td>The provider will be clearly identified on the registration page of the Web Conference. Marketing measures are marked with the word &quot;advertisement&quot; or &quot;advertorial&quot;.</td>
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<tr>
<td>After the end of the campaign</td>
<td>The Web Conference remains available on the websites of Vogel Communications Group even after the end of the campaign period. If leads are generated after the end of the campaign, they can be purchased subsequently at any time.</td>
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Contact

We will be pleased to offer you advice and information

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