

## md Events 2023

Qualified contacts to  
interior designers,  
architects and planners.

May 2023:  
**Sustainable  
planning**

October 2023:  
**The office  
as a meeting place**



Duration of the entire event: approx. 4 hours with four partner companies.

#### The strongest arguments at a glance:

- + Shared experience anchors your brand in the memory of new and existing customers
- + Lead generation from potential customers and new contacts
- + Brand positioning in an upscale and exclusive environment
- + Short interview with presentation of your company, products or brand (recorded live).

## Sustainable planning

### On site & live streaming

**11. May 2023 | Berlin**

The time of lighthouse projects is over. The way we build needs to change across the board, sustainably and fundamentally. Planners, architects and interior designers need to act and question conventional ways of working. md shows concrete solutions for sustainable working environments, sensible approaches and strategies for a circular architecture.

The expert speakers at the hybrid event "Sustainable Planning" report on the hurdles that await the committed planner and how they can be overcome.

### Lecture programme with expert talk and short interview

#### The expert lecture is the most important element:

Here, an expert, architect, designer or client gives a lecture on the topic. This speaker is provided by the partner and coordinated with the editorial team. Moderated by our specialist editors, with concluding questions and answers.



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## The office as a meeting place

### On site & live streaming

**19. October 2023 | Cologne**

The world of work has changed fundamentally. Digitisation has received a boost, the home office is no longer exotic. Nevertheless, office buildings continue to assert themselves as places of identification and communication nuclei.

md outlines the status quo and provides an outlook into the future of office planning. Space for encounters for social interaction. Topics such as sustainability, digitalization, communication, focus work, lighting, acoustics and floors play an essential role.

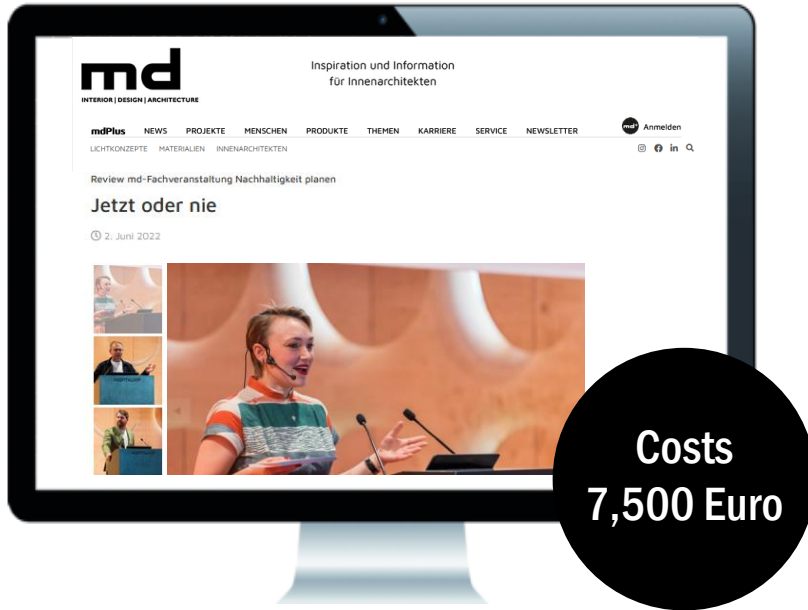
The expert speakers report and offer a well-founded outlook on future working worlds and cultures.

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# The office as a meeting place

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**19. October 2023 | Cologne**

The world of work has changed fundamentally. Digitisation has received a boost, the home office is no longer exotic. Nevertheless, office buildings continue to assert themselves as places of identification and communication nuclei.

md outlines the status quo and gives an outlook on the future of office planning. From sustainability to digitalisation, from communication to focus work, from lighting to acoustics and flooring.

The expert speakers report and offer a well-founded outlook on future working worlds: From room structuring to workplace ergonomics to acoustic planning and lighting.

## Lecture programme with expert talk and short interview

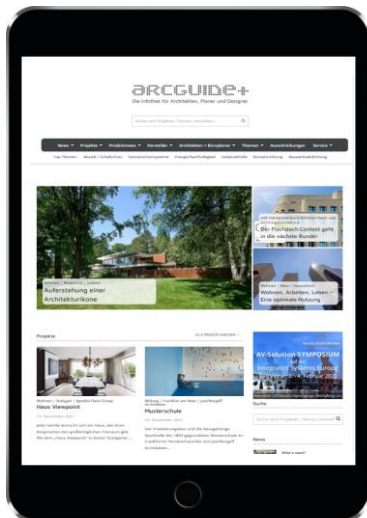
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## Advertising campaign print and online

### ORGANISATION

- + Invitation management (conception, dispatch, processing)
- + Organisation, implementation and quality assurance
- + Provision of technology
- + Registrations with confirmation of registrations

### MEDIA CAMPAIGN

- + Logo of the companies will be integrated on the registration page
- + Integration in the editorial newsletters
- + Banner campaign on all architecture websites
- + Promotion through exclusive newsletters to our total distributor

### MEDIA BRANDS online

- + [arcguide.de](http://arcguide.de)
- + [bba-online.de](http://bba-online.de)
- + [db-bauzeitung.de](http://db-bauzeitung.de)
- + [md-mag.com](http://md-mag.com)

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