

md Events 2024

Qualified contacts to
interior designers,
architects
and planners.

March 2024:

The office
as a meeting place

October 2024:

Meeting point office



The office as a meeting place

Materials | Colours | Sustainability | Acoustics

March 21, 2024 | Frankfurt

Does the office need to be different from other meeting places? Or can it even benefit from these spaces in hotels, coworking spaces, educational institutions, if not restaurants?

They must fulfil similar requirements in terms of function, materials, color design, acoustics and lighting. At the md specialist event, we think outside the box and take inspiration from neighbouring areas of interior design. So where is the journey taking us in the world of work?

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 (live or recorded).

Lecture programme with specialist lecture and short interview – hybrid

The specialist lecture is the most important element:

An expert, architect, designer or customer gives a presentation on the topic. This speaker is recommended by the sponsoring partner and will be agreed with the editorial team. Moderated by our specialist editors, with concluding questions and answers.



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Meeting point office

Materials | Colours | Sustainability | Acoustics
October 21, 2024 | Cologne

How can meetings in office buildings be designed as something special and create a unique atmosphere? Planners are taking inspiration from other areas such as the gaming industry or the use of AI.

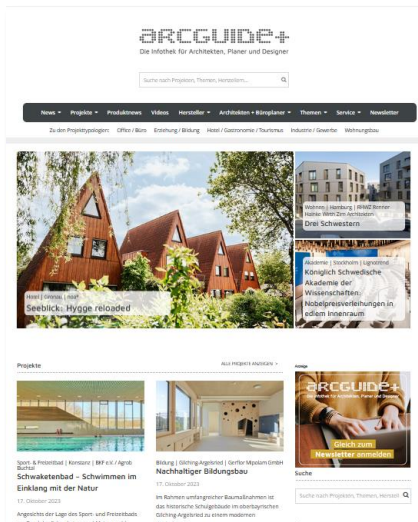
Working from home or in a café also shows some people that ergonomic furniture has not lost its justification. We let pioneers have their say.

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

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Advertising campaign

PRINT AND ONLINE

ORGANIZATION

- + Invitation management
- + Organization, implementation and quality assurance
- + Provision of technology on site and in livestreaming
- + Manage Registrations with confirmation of registrations

MEDIA CAMPAIGN

- + Company logo integrated on the registration page
- + Integration in the editorial newsletters
- + Banner campaign on all architecture websites
- + Promotion through exclusive newsletters to our entire mailing list

MEDIA BRANDS online

- + arcguide.de
- + bba-online.de
- + db-bauzeitung.de
- + md-mag.com

4 Websites
3 Magazines



md

INTERIOR | DESIGN | ARCHITECTURE

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