



“ Flurfunk ” md

Online Talks
2024



md Flurfunk 2024

Online talks

10. April

19. June

18. September

04. December

**Costs
6.500 Euro**

Four-part interactive online format

Who better to learn from than colleagues? Like in a spontaneous conversation in the coffee kitchen, established interior designers and planners share their secrets of success in an interactive online talk with md editor-in-chief Johanna Neves Pimenta.

You don't become an interior designer to get rich!

In the new webinar format, md invites interior designers to talk about their everyday work. The common feature of all the interviewees is their special love for their profession. Topics such as "setting up an office" and "new fields of business" encourage the listeners to dare to try something new.

The extra services at a glance:

- + Inclusion of the recorded video statement "Why is the interior designer important for us as a partner" in every webinar.
- + 4 PR messages in each exclusive invitation newsletter
- + Prepared lists of participants
- + Coverage on md-mag.com
- + Company logo with link on all pages

Flurfunk Lineup 2024

speaker and content

Generation change



With the retirement of baby boomers, many architecture firms are faced with a choice: hand over or give up?

Interior designer Gabriela Hauser, who took over her father's office buerohauser with her husband in 2022, shows how to respect roots while daring to try something new. From the use of AI to social media marketing and remote work: a conversation about how to avoid being a dwarf on the shoulders of giants.

www.buerohauser.com

City, country, success



Atelier 522 works somewhere in the middle of nowhere near Lake Constance. **Designer Philipp Beck** weighs up the pros and cons of creative life on the outskirts. Is it easier or harder to attract customers here? What about employees? And how much cultural input do you need for really good output?

www.atelier522.com

Persuasion



"Yes, but": whether it's in discussions with clients or the heritage office, you have to stand up for your convictions again and again in your day-to-day work. **Interior designer Julia Schneider** is no exception. She sees the ability to inspire others as a core competence of interior designers and gives an insight into her personal toolbox.

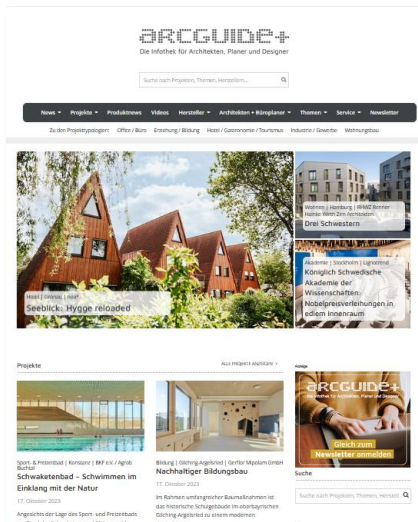
www.interior-architects-munich.com

DIY Sustainability



Thanks to the sustainability phase, it is relatively easy for German interior designers to establish guidelines for environmentally friendly action. But what do you do if you don't get any help? Quite simple: turn on your head, do some research - and get started. Like **Maciej Bidermann**. In the first English-language Flurfunk, the Polish interior designer reports on pragmatic solutions, smart ideas - and whether he can ethically justify building for the grandchildren of a fast fashion company.

www.bidermannwide.com



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

4 websites
3 magazines

Contact me!

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