

Webinars

We generate qualitative leads for you



The Konradin Media Group

With more than 400 employees, the Konradin Media Group is one of the largest providers of specialist information in the German-speaking world.

Founded in 1929, the publishing house's portfolio includes corporate publishing and printing as well as a wide range of trade media, knowledge magazines, online platforms and specialist events.

Konradin Industry – the network of expertise for industry

Our portfolio comprises 16 media brands for decision-makers in industry. As a network for industrial communication, we enable a cross-media, target-group-specific approach in print and online, from events and media partnerships to corporate publishing. Our trade media have been well established in their markets for decades. They are trusted by companies and their advertisers. They appeal to a wide range of qualified executives.

Facts and figures

40 successful media brands	4,498 customers from various industries
+400 satisfied employees	95 years of Konradin Media Group

“What sets us apart is our multi-faceted expertise.”

Peter Dilger
Managing Director



Market research
Media service
Shops
Corporate publishing
Trade events
Media production

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Why should you book a webinar?

Your benefits from partnering with Konradin Industry

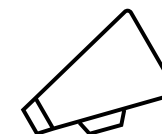
At **Konradin Industry**, we offer comprehensive communications service tailored to your individual business objectives.

We use well-thought-out **strategies** and the right **wording** to reach your target audience. We generate qualified **leads** for you.



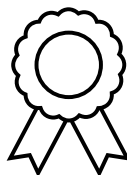
Professional support from Konradin

Webinars are organised by a highly experienced team.



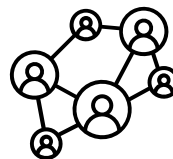
Precisely tailored target group approach

Established trade media with their specialist editorial teams and target audiences broken down by industry and function.



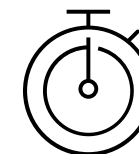
Successful branding

Position yourself as thought leader in the webinar and showcase your products.



High reach

Reach your target audience and get to know new potential customers (MQL = marketing-qualified leads).



Minimum effort

Attendees can participate from anywhere without travelling and associated costs.

Define your individual target audience!

Select your recipients using our comprehensive targeting options

Region

Postcode 0

Postcode 1

Postcode 2

Postcode 3

Postcode 4

Postcode 5

Postcode 6

Postcode 7

Postcode 8

Postcode 9

Austria + Switzerland on request

Core industry

Occupational safety

Food & nutrition industry

Chemical industry

Pharmaceutical industry

Metal production & processing

Fabricated metal products

Electrical & electronics

Precision mechanics, optics &
metrology

Mechanical & plant engineering

Automotive

Medical technology

More detailed classification on request

Company size

50 to 99

100 to 199

200 to 499

500 to 999

1,000 and more

*Company size based on number of
employees

Function and areas

Senior management

Technical management

Plant management

Project management

Sales engineers

Research & development

Design, engineering

Project scheduling & planning

Production, manufacturing & assembly

Quality management & assurance

Purchasing

More on request

Webinar: What is included in a booking?

Services and rates

Sharing expertise, communicating benefits, generating leads

Webinars are a fast, cost-effective and successful way to share knowledge and to network. Presenters and attendees can work together regardless of their location, while keeping the important dialogue going.



Service (minimum lead time 6 weeks)	Rate* as of 01.10.2023
Selection of the target audience from our database (2 selection criteria: role and industry)	✓
Invitation email • Reminder email • Appointment reminder • Follow-up email	✓
Promotion with the expertise of Konradin Industry trade media	✓
Online webinar room • Live broadcast (approx. 60 minutes)	✓
Professional presenter • Inclusion of up to two speakers of your choice	✓
Technical check before the live event	✓
Optional: Integration of a video and max. 3 polls into the live broadcast by prior arrangement	✓
Detailed reporting incl. registration list with contact details	✓
On-demand webcast after the live event on our websites	✓
Package price	€ 7,700.00
Optional: Leads (after live webinar)	From € 70.00 per lead

What data is required for your webinar?

Data submission for your webinar | Page 1 of 2

✓	Content required	Format	Scope	Notes
	Keywords	DOC, TXT	1 main keyword, 2-3 secondary keywords	Choosing the right keywords is important for performance and SEO
	Webinar title	DOC, TXT	approx. 60 characters	Should contain the main keyword , catchy - short - concise
	Meta description for promotion, SEO and social media	DOC, TXT	max. 156 characters	Short descriptive text / Why should someone participate? Main keyword should be included With direct customer approach and call to action
	Text for webinar/ abstract for website	DOC, TXT	approx. 1,000 characters without spaces	Information on content, benefits (innovation, solution-oriented approach) Include keywords – as many as possible and as few as necessary!
	Subject line + text for invitation mailing	DOC, TXT	approx. 500 characters (user- oriented)	Powerful subject line, optionally with three concise points that highlight the benefit. Direct customer appeal and call to action.

Email data to: media.industrie@konradin.de
at least 6 weeks before the start of the campaign



What data is required for your webinar?

Data submission for your webinar | Page 2 of 2

✓	Content required	Format	Scope	Notes
	Text about speaker (short biography) + contact details Photo of the speaker	DOC, TXT JPG	Image approx. 400 x 400 pixels	Name, role, company, qualifications, career, telephone (mobile, if possible), email
	Image for newsletter		200 x 150 pixels	Theme-related image
	Image for website	JPG	1 image in landscape format 693 x 446 pixels	Teaser image and feature image for the article, in line with the topic; suitable for enlarged and reduced display
	Header image for mailings	JPG	660 x 200 pixels	Focus of the invitation; topic-related, preferably without text
	Company logo for invitation mailing and registration page	JPG	min. 200 pixels wide	
	Detailed target audience definition (must be fixed <u>before</u> order is placed)	DOC, TXT	in text form	Industry (by NACE code), role, company size, position; who should be the target audience and for whom is the webinar of interest?

Email data to: media.industrie@konradin.de
at least 6 weeks before the start of the campaign



Webinar

Checklist for your webinar with Konradin

Technical information

Technical requirements for a webinar :

Dial-in by phone or VoIP

Speaker: Telephone with headset, preferably no hands-free kit, no mobile phone

Sufficient power supply for all battery-powered devices

Webcam use possible (speaker + presenter only)

Stable, fast Internet access (network cable recommended)

Presentation e.g. as PowerPoint file (speaker only)

Quiet room for the presenter

Recommended specifications for Mac computers:

Latest standard hardware

JavaScript and cookies enabled

Plug-ins enabled in Safari

Recommended specifications for Windows PCs

Latest standard hardware

JavaScript and cookies enabled

ActiveX enabled and unblocked for Microsoft Internet Explorer (recommended)

Java 6.0 or higher

Windows running either Firefox, Chrome or Edge browser

You may need to check with your internal IT department if Zoom is allowed as an application software.

[Join a test session | Zoom](#)

Professional webinar planning and implementation

Our references – this is what your webinar could look like

» Great added value from specialist editors hosting the webinars

A customer testimonial from 2023:



“We have held numerous webinars with different target groups with Konradin.

We were always satisfied with the results of the webinars.

A big advantage was that they were always moderated by professional editors.

In the end, the Konradin webinars helped us to generate a lot of valuable leads.“

Michelle Marinow,
Germany Marketing Manager
Personalization & 3D Printing,
HP Deutschland GmbH

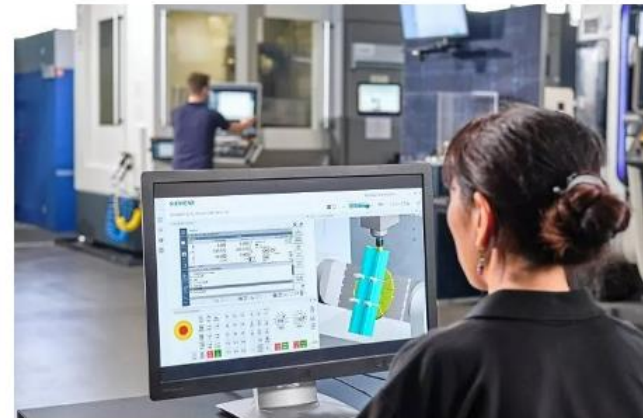


Website

Siemens AG

Der digitale Zwilling einer CNC Maschine in der Produktion

15. Mai 2023 1 Minuten Lesezeit



Warum braucht es den digitalen Zwilling einer CNC Maschine in der Produktion? Was ist der digitale Zwilling einer CNC Maschine und wie entsteht er?

Welche Anwendungsfälle gibt es in der Produktion – und geht es ohne ihn in Zukunft überhaupt noch? Dieses Webinar gibt Basisinformationen zu digitalen Zwillingen. Die Referenten stellen typische Use-Cases vor, die die Fertigung mit Werkzeugmaschinen effizienter und prozesssicherer machen.

Die Referenten



Jan Schüttken

Fachberatung Werkzeugmaschinen,
Siemens AG

Email campaign

Webinar
Der digitale Zwilling einer CNC Maschine in der Produktion

FLORIAN KÖHLWETTER
JAN SCHÜTTKEN

Jetzt anmelden!

[[anrede_fertig_de]],

was ist der digitale Zwilling einer CNC Maschine und wie entsteht er? Warum braucht es den digitalen Zwilling in der Produktion? Welche Anwendungsfälle gibt es – und geht es ohne ihn in Zukunft überhaupt noch?

Das Webinar am 6. Juli gibt Basisinformationen zu digitalen Zwillingen. Die Referenten stellen typische Use-Cases vor, die die Fertigung mit Werkzeugmaschinen effizienter und prozesssicherer machen.

Jetzt anmelden!

Wir freuen uns auf Ihre Teilnahme!

Herzliche Grüße aus Leinfelden

Jasmina Tulic

Jasmina Tulic
für das Webinar-Team der mav
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Es passt terminlich nicht?

[Melden Sie sich trotzdem an](#) und erhalten Sie im Nachgang Ihre Aufzeichnung.

Ist mein Rechner für eine Webinar-Teilnahme in Zoom geeignet?
[Systemanforderungen prüfen](#)

in

Still got questions?

From traditional print media to comprehensive online marketing solutions – together we can develop a tailored approach to meet your specific communication objectives.

We would also be happy to advise you in person.

We look forward to hearing from you!



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