

## WEB SESSION

# Innovative platforms for direct and indirect procurement

TAKE ADVANTAGE OF THE WEB SESSION TO PRESENT YOUR PRODUCTS AND SOLUTIONS TO A RELEVANT INDUSTRY AUDIENCE. THIS WILL HELP YOU INCREASE YOUR VISIBILITY WITHIN THE SECTOR AND GENERATE QUALIFIED LEADS FOR YOUR COMPANY.

**Beschaffung**  
aktuell

Date:  
14.07.27  
Booking deadline:  
19.05.27

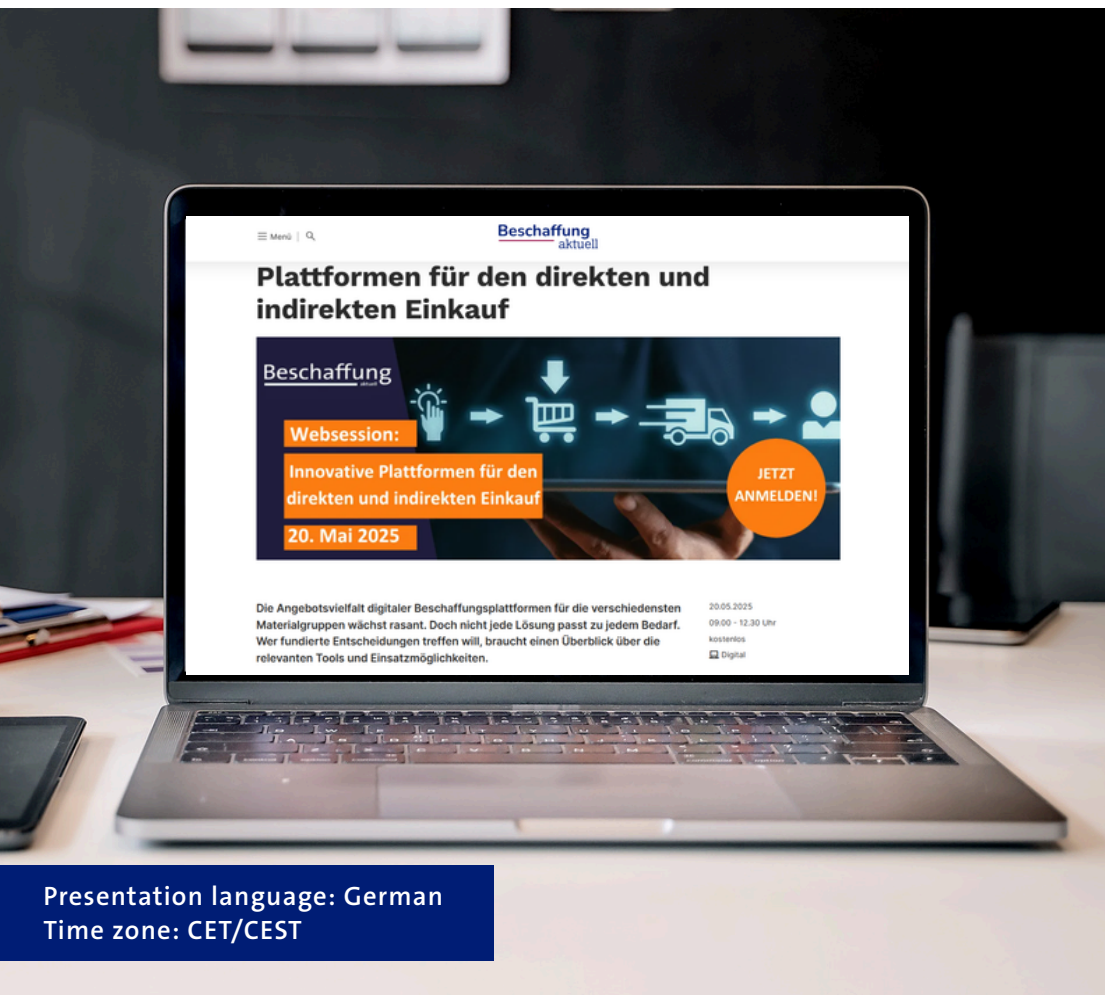
### Trends and Solutions for Platform-Based Procurement

Digital platforms have become a central component of modern procurement—they are increasingly shaping how procurement departments integrate with their suppliers, from strategic raw material procurement to operational C-part ordering.

This web session will showcase platform solutions that make both direct and indirect procurement more efficient and transparent. You are an ideal partner if you offer products or services in the areas of e-procurement, source-to-pay and procure-to-pay solutions, supplier integration, catalog and master data management, digital marketplaces, C-part management, or related topics.

### Target Group

- Purchasing and procurement departments in manufacturing, retail, and services
- For SMEs: owners, managing directors, purchasing managers; in larger companies: category managers, supply chain managers, and those responsible for operational and strategic purchasing
- Anyone involved in the digitization of procurement processes and the integration of suppliers

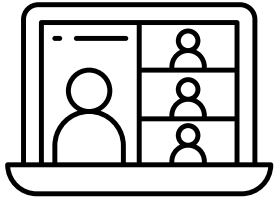


Presentation language: German  
Time zone: CET/CEST

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# 2025/2026 OVERVIEW

**Beschaffung**  
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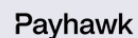
9 Web sessions

avg. 140 registrations

avg. 90 live participants

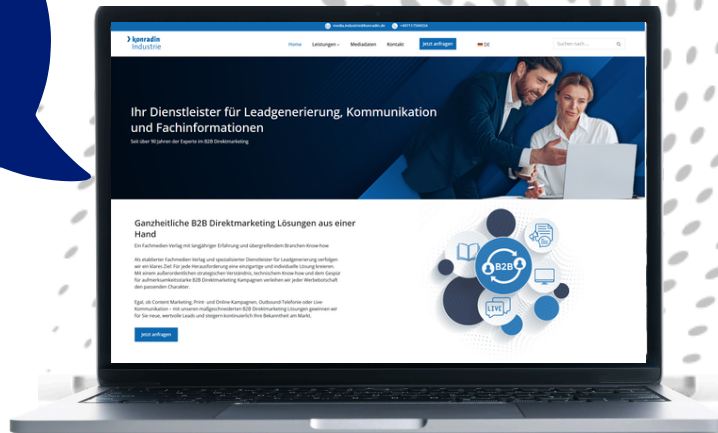
1 hour 30 minutes avg. duration of participation

## PARTNER 2025/2026



DO YOU HAVE  
ANY FURTHER  
QUESTIONS?

Get in touch  
→ [MEDIA  
CONSULTATION](#)



## YOUR BENEFITS



### Qualified Lead Generation

You will receive the contact details of the participants who have registered for the Web Session, as well as a detailed report. This enables you to identify potential new customers in a targeted and efficient manner.



### Maximum Visibility

By promoting your content before, during and after the Web Session, you can boost your presence within the Konradin Industrie network and benefit from additional attention for your topics.



### Wide Reach

Reach your target group across Germany and beyond. Benefit from Konradin Industrie's reach and established network.



### Lasting Impact

We take care of the technical aspects and project management. The on-demand webcast ensures additional reach and further leads even after the live event has ended.



## Services and Price

(Lead time: at least 6 weeks)

- Presentation per partner, including a Q&A-session (20 minutes)
- Introduction to the Topic and the Speaker by the Editorial Team
- Organisation and delivery of the Web Session, including promotion and recruitment of Participants
- GDPR-compliant leads from Registrations following the Web Session

## PACKAGE PRICE

**3,260.-**

### Further options available at additional cost:

|                                                                                                                                                                                    |           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Optional: plus a 1/1-page Advertorial in Print                                                                                                                                     | +1,950.-  |
| Optional: plus 2/1 page Advertorial in Print                                                                                                                                       | + 3,200.- |
| Optional: plus a recording of your individual Presentation at your full disposal (this covers all rights of use as well as any additional addresses the Publisher may miss out on) | + 500.-   |

(Prices valid from 1 October 2026, in €, plus VAT.)

# BENEFITS & PRICES

→ SEND DATA TO [media.industrie@konradin.de](mailto:media.industrie@konradin.de)

→ [TECHNICAL SPECIFICATIONS](#)