Web session
AI in procurement

March 26,2025

Photo credit: Waqas / stock.adobe.com, generated by AI

What is the Web Session about?

Beschaffung aktuell

Websession: AI in purchasing

Advancing digitalization, particularly through the use of artificial intelligence (AI), is revolutionizing procurement and the supply chain. The trend towards the various use cases of generative AI has further intensified this effect.

Use our web session "AI in procurement" to present your solutions and expertise to a high-caliber audience:

- ✓ **Use cases of AI in e-procurement:** how your solutions make purchasing more efficient and accurate.

- ✓ **Optimization of supplier relationships:** How your AI-powered solutions improve communication and collaboration with suppliers.

- ✓ **Supply chain risk management:** Tools that help companies identify and manage risks at an early stage.

The editorial team of Beschaffung aktuell moderates
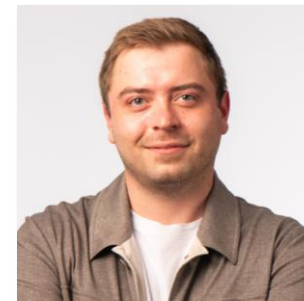
Alexander Gölz
Editor-in-Chief
alexander.goelz@konradin.de

Sabine Schulz-Rohde
Editor
sabine.schulz-rohde@konradin.de

Yannick Schwab
Editor
yannick.schwab@konradin.de

What is the Web Session about?

Beschaffung aktuell

✓ **Modern sourcing:** How your AI technologies optimize the search for suppliers, bid evaluation and negotiations.

✓ **Automation through generative AI:** Innovative approaches to automating procurement processes for greater efficiency.

✓ **Ensuring compliance in procurement:** responsible sourcing strategies and business practices meet extensive reporting requirements.

Show presence with your topics and participate as one of several partners in the web session.

Booking deadline: January 29,2025
Data delivery: until February 3,2025

Photo credits: Waqas / stock.adobe.com, generate by AI

Why should you book a presentation slot?

Beschaffung aktuell

As one of a maximum of eight partners, you have the opportunity to convey your specialist knowledge and your subject area to your target group in a presentation. Position yourself as a competent partner for existing customers and potential new customers.
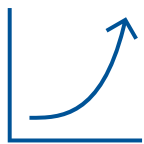
Qualified lead generation

You receive the full registration list as well as detailed reporting to identify potential new customers.

Wide Reach

Reach your target group throughout Germany and beyond and benefit from our network.

Long-term effect

We take care of the technology and project management and generate additional leads through the on-demand webcast

More visibility

By advertising before, during and after the web session, you as a partner gain additional visibility in our network.

Clear positioning

You present yourself as a competent contact in your industry and stand out through relevance in the target group.

What does your booking include?

Beschaffung aktuell

Discover the power of AI in procurement and help shape the future of procurement!

✓ Present your AI solutions together with us to a qualified specialist audience.

✓ Establish yourself as a thought leader in the field of procurement innovation.

✓ Generate valuable leads and build strategic partnerships.

✓ The web session will be held via Zoom and technically supported by us.

Secure your slot now to shine as a pioneer in AI-supported procurement

Booking deadline: January 29,2025
Data delivery: until February 03,2025

Performance	Price
20-minute presentation incl. Q&A	✔
Presentation of the topic / speaker by the EPP editorial team	✔
Organisation and project management	✔
GDPR-compliant participant leads following the web session	✔
Webinar promotion in all Beschaffung aktuell channels	✔
Price (plus VAT)	**3.200,- €**
Recording of your presentation for publication on your own channels	+ 500,- €
1/1 Page Advertorial in Print	+ 1.950,- €
2/1 Page Advertorial in Print	+ 3.200,- €

*The information is based on Beschaffung aktuell media Kit 2025.

What do we need from you?

Required Content	Format	Volume	More details
Name and function of the speaker, company	DOC, TXT		
Company logo	402 x 402 px		The company logo is used for the logo slider on the landing page and in newsletters.
Phone, e-mail	DOC, TXT		The contact details will be used for communication with the speaker.
Portrait picture	JPG, RGB		The speaker image should be created in landscape format 16:9 and be larger than 300 px.
Link: LinkedIn and XING profile	DOC, TXT		The links are published on the landing page, if available and desired
Presentation title	DOC, TXT		The title of the presentation should be as specific as possible and arouse the interest of potential participants.
USP/quintessence for the landing page	DOC, TXT	Max. 200 characters*	The text describes the benefits of the presentation for the participants.
Teaser for promotion in newsletters	DOC, TXT	Max. 300 characters*	The teaser text describes the benefits and should attract attention. It must be clear to potential participants what your presentation is about.
Icebreaker questions for the Q&A after your presentation	DOC, TXT	3 questions	We use icebreaker questions to "break the ice" if questions do not come directly from the audience. You also have the opportunity to prepare for the answer in the best possible way.

*characters incl. spaces

Let's stay connected!

Whether print media or comprehensive online marketing solutions - we would be pleased to discuss an individual campaign, adapted to your objectives and budgets

We are looking forward to your request.

Joachim Linckh

Sales Director

Phone +49 711 7594-565

Mobil +49 173 353 92 11

E-Mail joachim.linckh@konradin.de

Konradin-Verlag Robert Kohlhammer GmbH
Ernst-Mey-Straße 8,
70771 Leinfelden-Echterdingen