

# Web session

## Innovative platforms for direct and indirect purchasing

May 20, 2025



# What is the Web Session about?

## Web session: Innovative platforms for direct and indirect purchasing

Digitalization is increasingly influencing the way companies make purchases. From traditional face-to-face procurement to networked ecosystems - the procurement landscape has evolved rapidly in recent years.

Digital platforms now play a decisive role in how companies organize their purchasing - both directly and indirectly. From process optimization and comprehensive analyses to supplier integration, modern platforms offer immense potential to reduce costs, increase efficiency and secure strategic advantages.

In our **web session on May 20, 2025**, you will have the opportunity to **present your innovative platform solution to an exclusive audience of experts.**

## The editorial team of Beschaffung aktuell moderates



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Editor-in-Chief

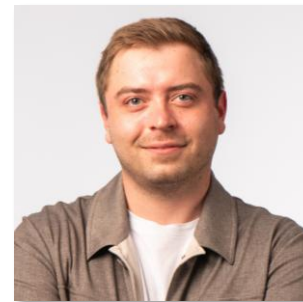
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## What is the Web Session about?

This offers you the ideal platform to present your solution and demonstrate concrete added value for the purchasing of the future.

### Your advantages as a provider:

- ✓ **Targeted approach of decision-makers:** Present your platform directly to those who make key decisions about purchasing strategies.
- ✓ **Lead generation and networking:** Take the opportunity to make valuable contacts and create future business opportunities.
- ✓ **Increased visibility in the professional world:** Present yourself as a leading provider of innovative procurement solutions..

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

**Booking deadline: 25.03.25**

Date delivery: bis 28.03.25



# Why should you book a presentation slot?

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?

## Our offer - your advantages!

- ✓ 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 and be part of our web session!**

**Booking deadline: March 25,2025**

Date delivery: until March 28,2025

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	✓
<b>Price (plus VAT)</b>	<b>3.200,- €</b>
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
	<b>Name and function of the speaker, company</b>	DOC, TXT		
	<b>Company logo</b>	402 x 402 px		The company logo is used for the logo slider on the landing page and in newsletters.
	<b>Phone, e-mail</b>	DOC, TXT		The contact details will be used for communication with the speaker.
	<b>Portrait picture</b>	JPG, RGB		The speaker image should be created in landscape format 16:9 and be larger than 300 px.
	<b>Link: LinkedIn and XING profile</b>	DOC, TXT		The links are published on the landing page, if available and desired
	<b>Presentation title</b>	DOC, TXT		The title of the presentation should be as specific as possible and arouse the interest of potential participants.
	<b>USP/quintessence for the landing page</b>	DOC, TXT	Max. 200 characters*	The text describes the benefits of the presentation for the participants.
	<b>Teaser for promotion in newsletters</b>	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.
	<b>Icebreaker questions for the Q&amp;A after your presentation</b>	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.



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