

Web session

Lean & Clean – Eliminating Cost Drivers in Indirect Purchasing

July 14, 2026

Presentation language: German
Time zone: CT/CEST

What is the Web Session about?

Lean & Clean – Eliminating Cost Drivers in Indirect Purchasing

Indirect purchasing is full of untapped potential: fragmented supplier landscapes, confusing requirements and inefficient processes drive up costs. Innovative procurement platforms provide a remedy – through automation, standardization and transparency.

In our web session, we offer you as a partner the ideal platform to present your solutions and services to a qualified specialist audience.

Show procurement decision-makers how your systems help procurement teams streamline processes, reduce costs, and strategically reposition indirect purchasing.

The editorial team of Beschaffung aktuell moderates



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Editor-in-Chief

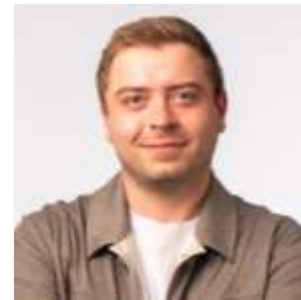
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What is the Web Session about?

Your advantages as a partner of the web session:

- ✓ Direct access to decision-makers from indirect purchasing
- ✓ Opportunity to present your solutions in a practical way and generate leads
- ✓ Visibility as a partner for efficiency, transparency and innovation in procurement

Take the chance and become a partner of our web session. Show your target group how your solution helps to make indirect purchasing "Lean & Clean".

Booking deadline: 19.05.2026
Data delivery: until 22.05.2026



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!

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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 2026.

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.



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