

PRESS RELEASE

More speakers for MIBKON: top-class stage line-up is complete

Berlin 25.10.2022 The Society Of Music Merchants announces further speakers and offers a first-class line-up of speakers and impulse-givers at the industry conference MIBKON, which will take place in the course of the SOMM DEALER DAYS (29.+30.10.2022) in Berlin. A total of twelve experts will lead the two-day symposium. The programme will focus on industry focal points for the areas of competition law, (online) marketing, compliance and human resources.

Dr Anna Huttenlauch, LL.M. (NYU), an attorney at BLOMSTEIN, already inspired the industry participants at the first #MIBKON 2019 in Cologne and explained the dos and don'ts in competition law. In Berlin, she will give industry partners insights into why the new VBER rules (Block Exemption Regulation for Vertical Agreements) are relevant for the industry and where they provide greater freedom than before.

In the workshop "Retail in the Post Corona Economy - the Future Development of the Specialist Music Trade", which has been included in the programme especially for the specialist music dealers present, top speaker **Theresa Schleicher**, trade expert at the Zukunftsinstitut and Managing Director of VORN Consulting, will lead through the impulse. In her lecture, the Berliner will focus on the specialist trade of the future and will present four new trends in the retail landscape.

In her lecture on "Cybercrime in Online Marketing", legal scholar **Jana Krahforst** will show the audience that 58 % of global internet traffic is nowadays invalid. The reason for this are bots. We encounter them in forms such as botnets, scrapers or crawlers and they redefine "cybercrime". They distort statistical analyses of every advertiser and devour advertising budgets.

Benjamin Thym, CEO and co-founder of Offerista Group, describes in his Masterclass how things can continue for commerce in the future. In his opinion, the retail industry is currently facing great challenges in the area of offer communication. With the rise of advertising refusals, paper prices and energy costs, the pressure for retailers to develop new strategies is increasing. To ensure that stationary shops continue to generate high visitor numbers and sales, Benjamin Thym will talk out of the sewing box and present three crucial points that should make this possible.

Other influencers and speakers such as **Barbara Langen**, **Markus Nessler**, **Wolfgang Brickwedde**, **Franz Wirth** and **Alessandro Pohl** from the Social Media Unit of the Kruger Media agency, **Sebastian Jakusch** and communications consultant

Verband der Musikinstrumenten-
und Musikequipmentbranche

Hardenbergstraße 9a
D-10623 Berlin
T: +49 30 8574748-0
F: +49 30 8574748-55
E: somm@somm.eu

w3.somm.eu

Press contact:

SOMM – Society Of Music Merchants e. V.
Martin Nies
T: +49 30 8574748-15
F: +49 30 8574748-55
E: m.nies@somm.eu

Karsten Ruschhaupt will round off the top-class stage line-up at MIBKON 2022, which will be moderated by **Sina Stinshoff**.

In addition, the organiser offers participants an additional programme on both days that is dedicated to the European industry and is a contact point for young professionals. With the **EMIA Reception**, which will take place on Saturday as part of MIBKON, the industry association, together with its EMIA expert committee, invites all guests to get an overview of the successes of the political lobbying of the young alliance, which was founded in 2022 and has been able to celebrate significant successes in Brussels. Furthermore, there will be a **cat and hangover breakfast** on Sunday, which is intended to bring together the Young Generation of the industry. The industry association would like to offer young people a platform for networking and exchange. The "ageing" of the industry, the lack of skilled workers and demographic change are a great challenge for the industry participants as well as for the industry organisation itself.

The MIBKON business conference for the musical instrument industry is supported by the Berlin Senate for Economic Affairs, Energy and Operations with funds from the state initiative "Project Future", co-financed by the European Regional Development Fund (ERDF).



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About SOMM – Society Of Music Merchants e. V.:

SOMM - Society Of Music Merchants e. V. - the leading association of the musical instrument and music equipment industry in Germany - represents the interests of more than 50 companies from the fields of manufacturing, distribution, trade and media from the musical instrument industry, representing around two thirds of the German MI market.

The association represents the cultural and economic interests of the musical instrument and musical equipment industry nationally and throughout Europe with the aim of strengthening the competitiveness of the industry in all market sectors, helping to shape the political and legal framework conditions in accordance with the requirements of the industry, defining market standards and providing services for members, promoting up-to-date further and advanced training in music and intensifying active music-making and music competence in society.

SOMM: Partner of the music industry

