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SOMM DEALER DAYS: MIBKON programme has been fixed. Sina Stinshoff will host.

Berlin, 12.10.2023 The Society Of Music Merchants announces the programme of the industry conference #MIBKON, which will take place in the course of the SOMM DEALER DAYS on 28 and 29 October in Berlin. Numerous impulses on various industry-specific topics will be presented on two consecutive days. Experts will lead through the two-day conference and give lectures on current topics from the areas of marketing, human resources and compliance, among others; topics that are relevant for both industry and trade. The conference will be moderated by Sina Stinshoff.

The renowned agency **Kruger Media GmbH Brand Communication**, which already enriched #MIBKON last year with exciting impulses, will also be represented this year with two contributions: On the one hand, they will address the question of what opportunities **artificial intelligence** offers for marketing in the musical instrument industry, and on the other hand, they will show which **creative PR strategies** can be used to introduce musical instruments to a broader audience and position brands with a wide reach.

Sebastian Jockusch, Product Compliance Consultant (CEO Fox Compliance), will enrich participants with his knowledge of the **product compliance roadmap** for the coming years. He predicts a real "regulatory tsunami" that will come over market players. Numerous new European and national product regulations will be imposed on economic operators. These minimum legal requirements are becoming increasingly complex and pose major challenges, especially for SMEs and micro-enterprises. This presentation will provide an overview of the forthcoming regulations on the marketing and supply of products and will enable companies to meet specific product compliance requirements in order to be able to operate in the market in the future.

In his keynote, industry expert **Nik Gledic** poses the exciting question of whether **Generation Z is thumbing its nose at business owners**, while at the same time offering solutions on how to deal with this important target group of young professionals. **Together with Dr. Christian Kühl** (both ANXO Management Consulting), he takes a close look at the requirements and values of Generations X, Y and Z and analyses the challenges for managers, principles, main tasks and tools. In another lecture, the duo Gledic and **Mischa Towfighi** (ANXO Management Consulting) will shed light on one of the core topics of the outdated MI sector and pose the exciting question of **company succession - Wagner dynasty or trade**

sale? They will provide tips, tricks and insights on how to plan for company succession.

Sabine Charlotte Langens' impulse also deals with people over the age of 55. In her presentation, you will learn why the **55+ target group is the growth engine of the industry**. You will discover the needs and values that drive this heterogeneous customer segment. Many practical examples will be used to explain which tools and methods can be used to attract the valuable "55 plus" customers to the MI business.

Sina Stinshoff, a freelance (event) presenter and reporter for RTL Punkt 12, Stylebook, immowelt and BILD, will lead through the day of the conference and host the evening event. The GATHERING rounds off MIBKON and is an important component of the B2B event and part of the two-day programme; it acts as a link between the product exhibition and the conference and brings all participants of the event together.

For more information on the SOMM DEALER DAYS and the #MIBKON programme, please visit the event [website](#).

About SOMM DEALER DAYS

SOMM DEALER DAYS will take place for the first time in 2021. The aim of the event is to bring together the industry and music retailers at the same time, in the same place and under the same roof. The concept of combined in-house shows provides the perfect platform to combine business and industry get-togethers. For music and music supply retailers, the event offers a unique opportunity to visit, meet and do business with Europe's top brands all in one place. The B2B-only event will be accompanied by a congress with exclusive presentations and information designed specifically for industry professionals, as well as a first-class evening event for all exhibitors, trade visitors and guests.

SOMM  **DEALER DAYS**
Society Of Music Merchants e.V.

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

The Society Of Music Merchants (SOMM) – the premier association of the musical instrument and equipment industry in Germany – represents the interests of 60 companies (D, NL, BE, UK) from the fields of music instrument production, distribution, retail and media, which in turn represent about two-thirds of the German MI market.

The association represents the cultural and economic interests of the musical instrument and equipment industry on a national and European level, with the aim of strengthening the industry's competitiveness across all market sectors; helping to shape government and legal policies in accordance with the industry's requirements; defining market standards and offering services to members; promoting advanced musical training that is in keeping with the times; and amplifying active music-making and musical skills in our society.

SOMM: Partner of the music industry

