

IPHA

Barcelona 2022

Sales & Marketing Seminar

October 6-7



INTERNATIONAL PRESTRESSED
HOLLOWCORE ASSOCIATION

IPHA Sales & Marketing Seminar

Barcelona 2022

FACING THE MARKETING CHALLENGES OF TODAY & TOMORROW

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Dear Colleagues,

I am delighted to invite you to IPHA's 2022 Sales and Marketing Seminar, to be held in Barcelona on October 6-7.

Following on from a successful first IPHA Sales and Marketing Seminar in 2018, it is my pleasure to invite you back to Barcelona this October.

In a rapidly changing world, it is important that we respond to new challenges in the right way. Through our marketing efforts, we are able to communicate effectively with customers and stakeholders. We can demonstrate our values, celebrate our success stories, engage with others, and promote the benefits of hollowcore - both as individuals, and as businesses.

This seminar will give you the opportunity to learn from professionals within our industry, and experts from outside, on how we can face some of the biggest marketing challenges of today and tomorrow.

I hope you will also enjoy visiting Catalonia and its capital, Barcelona, where you will have the chance to experience our culture and cuisine, and visit some of the city's most famous destinations.

Yours Sincerely,

A handwritten signature in black ink, consisting of a stylized 'J' and 'P'.

Jordi Pujol - President of IPHA's Marketing Committee



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Thursday 6th October

09:00	Registration
09:30	Welcome by IPHA <i>Jordi Pujol, President of IPHA's Marketing Committee</i>
09.45	Responding to the Sustainability Challenges of Customers and Stakeholders <i>Tomas Plauska (Consolis)</i> <i>Simo Hakkarainen (Peikko)</i>
11.15	Coffee Break
11.45	Open Discussion - Sustainability in Sales & Marketing <i>Moderated by Topi Paananen, CEO (Peikko) & Mervi Kainulainen, Marketing Director (Peikko)</i>
13.00	Lunch
14:15	Building Value from Social Media <i>Luke Brynley-Jones (Founder & Managing Director, OST)</i>
15:30	Coffee Break
15:45	Practical Session - LinkedIn Best Practice <i>Luke Brynley-Jones</i>
18:00	VIP Tour Visit to Camp Nou*
21:00	Host Dinner at Camp Nou

*Please note - in the unlikely event that the tour clashes with a scheduled match for FC Barcelona, alternative arrangements will be made.



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RESPONDING TO THE SUSTAINABILITY CHALLENGES OF CUSTOMERS AND STAKEHOLDERS

Tomas Plauska

Group Sustainability Manager, Consolis

Tomas Plauska (MSc. Civil Engineering) has worked for Consolis since 2008, specializing in sustainability since 2012. He is an active member of *fib*, including commission TG6.3 - Sustainability of structures with precast elements and TG7.1 - Sustainable concrete - general framework. Tomas is also a member of the CESB Scientific Committee, reviewing abstracts and full papers and helping to organise Central Europe towards Sustainable Building events, as well as chairing the conference sessions.



Simo Hakkarainen

Business Director, Peikko Group

Simo Hakkarainen (eMBA, Construction Architect and Engineer) has worked for Peikko Group Corporation since 2014 and has been responsible for the DELTABEAM® Business since 2016. Simo has wide and international experience in sales, design, and on construction sites, in various positions. His ambition is to be a part of changing the construction sector toward a more sustainable future.



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BUILDING VALUE FROM SOCIAL MEDIA

Luke Brynley-Jones

Founder & Managing Director, OST

Luke Brynley-Jones is Founder and Managing Director at OST, a global B2B social media agency. As a social strategist and consultant his clients include Salesforce, Bayer, Infosys and Sandvik.



He also hosts the B2B social media podcast, #B2BBitesBack, and online marketing conference, DigiConf. An early pioneer in social networking, Luke set up his first online community in 2000 and, in 2007 launched a mobile social network that attracted 500,000 global users.

In 2009 he founded Our Social Times, the social media blog and events company, touring the US and Europe hosting conferences on social media marketing and analytics. In 2013 Our Social Times became OST, the social media agency.



OST provides social media strategy, management, creative and advertising for some of the world's largest tech companies, including Dell, Salesforce and Infosys. The company employs 30+ B2B social specialists with local team members in France, Germany, Spain, Italy, The Netherlands and the US.



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Friday 7th October

09:00	Visit to La Pedrera
10:30	Xavier Sala-i-Martin (Professor of Economics at Columbia University)
12:00	Coffee Break - Sala Gaudí, La Pedrera
12.30	The Power of a Growth Mindset in Times of Disruptive Changes Mario Alonso Puig (Doctor, Specialist in General & Digestive Surgery)
13.30	Open Discussions
14:00	Lunch



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Professor Xavier Sala-i-Martin

Catalonia

Xavier Sala-i-Martin is the J. and M. Grossman Professor of Economics at Columbia University in New York. He is also an associate researcher at the National Bureau of Economic Research and a member of the Counselling Board of Telefonica in Catalunya.



As the chief economic advisor of the Center for Global Competitiveness and Performance of the World Economic Forum (WEF), he is the author and the intellectual father of the prestigious Global Competitiveness Index (GCI). The index, published annually by the WEF in the Global Competitiveness Report, measures and ranks the competitiveness of all the countries in the world and recommends competitiveness strategies to their decision makers. Professor Sala-i-Martin's GCI is the most closely followed index on global economic and business competitiveness in the world. Governments and business leaders use it to evaluate and design current and future strategic competitiveness policies of their countries and corporations.

Between 2003 and 2010, Xavier was a member of the board and president of the economics commission of FC Barcelona and, therefore, contributed to the creation of what many experts consider the best soccer team ever assembled. Indeed, in 2009, FC Barcelona won all 6 championships in which it participated. No other team in the world has ever accomplished such a feat.

An experienced teacher, Xavier is able to put across complex ideas in an easy to understand format using colorful and entertaining examples. With a reputation for humorous and enlightening presentations, Xavier is in great demand as a conference speaker at leading financial events around the world.



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THE POWER OF A GROWTH MINDSET IN TIMES OF DISRUPTIVE CHANGES

Mario Alonso Puig

Spain

Mario Alonso Puig is a medical doctor, specializing in general and digestive surgery. He has 26 years of clinical practice and is a Fellow in Surgery of the Harvard University Medical School, Boston.



Mario is the author of ten books about leadership, stress management, health, well-being and happiness: “Madera de líder”, “Vivir es un asunto urgente”, “Reinventarse, tu segunda oportunidad” (“Reinventing Yourself: A fresh new opportunity”, has been translated into thirteen languages), “Ahora yo”, “La Respuesta”, “El Cociente Agallas”, “El Guardián de la Verdad y la Tercera Puerta del Tiempo”, “Tómame un respiro: Mindfulness, el arte de mantener la calma en medio de la tempestad”, “Tus tres superpoderes para lograr una vida más sana, próspera y feliz”, “365 ideas para una vida plena”.

In his lectures and programs, Dr. Alonso helps the participants to discover in themselves the power to inspire other people because they are truly inspired by what they can achieve. By learning how to create rapport and how to influence others, they can touch and move the hearts and minds of those who work with them.

Through these programs and lectures, the participants become much more aware of the possibilities and resources that exist within them and around them. The methodology is supported on an approach that combines management, medicine (essentially neurosciences), psychology and philosophy, and its goal is to show how to boost our health, our vitality and our effectiveness.

By experimenting with new ideas and challenges, we understand the power of assumptions and paradigms to prevent true growth at a personal and professional level.

When people combine a powerful strategy to create value in the corporate setting with a technology that helps them to “think out of the box”, then the pathway to success is unfolded.



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Travel

Barcelona Airport (Aeroport del Prat) has two terminals: Terminal 1 (T1) and Terminal 2 (T2). Free shuttle buses are available to go from one terminal to the other or between terminal sections.

Getting to the city centre is quick and simple using public transport (train, bus, subway or taxi). You will find all these services at the airport and a taxi rank outside any of the terminal exits.

Hotel

Hotel Condes de Barcelona is located on Passeig de Gràcia, near the famous Gaudí buildings La Pedrera and Casa Batlló and other points of architectural, cultural and commercial interest.

Its excellent location makes it easily accessible to some of the city's most emblematic areas, like Les Rambles or La Sagrada Família.

Passeig de Gràcia, 73 |
www.condesdebarcelona.com



Meal

Dinner on Thursday October 6 will be held in the **Presidential Anteroom** at the Camp Nou, home of FC Barcelona.

FC Barcelona | www.fcbarcelona.com



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VIP Tour Visit to Camp Nou

Més que un club

The VIP tour visit to the Camp Nou, **home of FC Barcelona**, starts at 19:00, once the stadium has been closed to the general public. Futbol Club Barcelona, commonly referred to as Barcelona and **colloquially known as Barça**, is a professional football club that competes in La Liga, the top flight of Spanish football.

Founded in 1899 by a group of Swiss, Spanish, German and English footballers led by Joan Gamper, the club has become a symbol of Catalan culture and Catalanism, hence the motto "**Més que un club**" ("**More than a club**"). Unlike many other football clubs, the supporters own and operate Barcelona.

It is the **fourth-most valuable sports team in the world**, worth \$4.76 billion, and the world's fourth richest football club in terms of revenue, with an annual turnover of €582.1 million.

You will take part in a complete guided tour around the most interesting parts of the stadium:

- Learn about the Club's history in the FCB Museum.
- Access to restricted areas that the general public cannot normally enter, including the first team locker room and the most emblematic parts of the ground.
- Group photo on the pitch with the stadium in the background.
- Glass of cava in one of the exclusive Camp Nou areas.
- A FCB gift.



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Visit to La Pedrera

Casa Milà (Gaudí)

On the morning of Friday October 7, delegates will visit La Pedrera for a **guided visit lasting 1 hour 15 minutes**. There will also be a coffee break in the building, at **Sala Gaudi**. The Day 2 conference will be held in the **Auditorium of La Pedrera**.

Casa Milà, popularly known as La Pedrera or "**The stone quarry**", a reference to its unconventional rough-hewn appearance, is a **Modernista** building in Barcelona, Catalonia, Spain. It was the last private residence designed by architect **Antoni Gaudí** and was built between 1906 and 1912.

The building was commissioned in 1906 by Pere Milà and his wife Roser Segimon. At the time, it was controversial because of its undulating stone facade, twisting wrought iron balconies and design by Josep Maria Jujol. Several structural innovations include a **self-supporting stone façade**, and a **free-plan floor**, **underground garage** and the spectacular **terrace on the roof**.

Gaudí's most famous works consisted of several buildings: La Sagrada Família, Parque Güell; Palacio Güell; Casa Milà; Casa Vicens. Gaudí's work at the time was both admired and criticized for his bold, innovative solutions.

In 1984, La Pedrera was declared a **World Heritage Site by UNESCO**. Since 2013, it has been the headquarters of the Fundació Catalunya La Pedrera which manages visits to the building, exhibitions and other cultural and educative activities at Casa Milà.



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Registration Form

I register for the IPHA Sales & Marketing Seminar 2022:

Name	<input type="text"/>
Nationality	<input type="text"/>
Email	<input type="text"/>
Company	<input type="text"/>
Date	<input type="text"/>

I hereby request IPHA to make my hotel reservation as follows:

- 2 nights (October 5 and 6, 2022)
- 3 nights (October 5, 6 and 7, 2022)
- nights (October up to and including , 2022)
- No need, I will make my own reservation

Special dietary requirements:

Please note the following:

- Registration is mandatory and required and open as long as capacity is available. However, in all cases registration closes on July 25, 2022.
- **IPHA assumes all the costs for the seminar hall, speakers, written material, coffee breaks and lunches on October 6 and 7 and dinner on October 6, 2022.**
- **Participants assume the cost of travel and accommodation themselves (breakfast included).**
- Reservations for delegates in the selected hotel are coordinated by IPHA. This is a condition for the reduced hotel rate of €210 per night including breakfast, plus €3.80 per person/day for the touristic tax. For any additional wishes, please deal directly with the hotel after your registration has been confirmed.
- One person per registration form. If more than one person from the same company wants to register, each one should fill in a form individually.
- A maximum of 5 people from each full IPHA member company can participate (15 for Group members). Additional participants must pay €800 to cover additional costs.
- A maximum of 1 person from each associate IPHA member company can participate (2 for event sponsors).
- In case of no show or cancellation of the registration after July 25, 2022 a no-show fee of €500 as well as costs for the hotel reservation (if any) will be charged.

Please return your registration as soon as possible. Registration will be open as long as capacity is available, but must be completed before July 25, 2022.

Completed registration forms must be sent to: carsten.friberg@hollowcore.dk





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