

IPHA

Barcelona 2022

Sales & Marketing Seminar

October 6-7



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ALLPLAN

ALLPLAN is a global provider of BIM design software for the AEC industry. True to our “Design to Build” tagline, we cover the entire process from the first concept to final detailed design for the construction site and prefabrication.

Allplan users create deliverables of the highest quality and level of detail thanks to lean workflows. ALLPLAN offers powerful integrated cloud technology to support interdisciplinary collaboration on building and civil engineering projects.

Around the world over 500 dedicated employees continue to write the ALLPLAN success story. Headquartered in Munich, Germany, ALLPLAN is part of the Nemetschek Group which is a pioneer for digital transformation in the construction sector.

CPI

CPI worldwide journals are trade journals for the concrete and precast concrete industry. The journals are published in several different language editions and they provide continuously practical editorial on research, production and application, addressing decision makers of the industry.

Editorials include technical and scientific articles as well as product information and case stories about concrete technology, concrete products/cast stone, concrete pipes and manholes, precast concrete, reinforcement technology, readymix concrete and much more, and certainly also hollowcore!

Should you not have subscribed already to receive every issue of CPI in the language of your choice, we appreciate your visit at www.cpi-worldwide.com/subscription.

Ecoratio

In 1998 Ecoratio was founded in the Netherlands as a supplier of environmentally friendly, high-quality release agents.

By years of intensive research, we succeeded in developing and supplying a unique range of innovative and environmentally friendly release agents, retarders, curing compounds, and many additional products.

All our products are designed to prevent all concrete producers' problems, such as pinholes, corrosion, dust, and discoloration.

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iTheses

i-Theses can trace its roots within structural software right back to 1977. First as part of Technosoft in the Netherlands, and from 1998 onward as an independent company in the Belgian market.

Until 2018, we acted as a market-leading Autodesk partner, but we're now entirely focused on the development of specialist applications for precast concrete. This started with development of hollowcore tools in 1996 and has expanded to include filligree, t-beam floors, wall panels, beams and columns.

Our in-house development department – members of the Autodesk Developer Network – puts us in a unique position to help our clients optimize processes, become more competitive and transform the way they do business.

Max-truder

Prestressed concrete technology - modular, innovative, reliable.

Since 1954 we realised over 400 plants for prestressed concrete elements as hollow core slabs, T-beams, ram piles and plenty more. MAX-truder stands for the highest quality worldwide, on which our customers can rely every day.

The modular design of MAX-truder machines and plants allows easy adapting the production setup to changing market conditions. Current innovations: maxcut modular concrete saw, maxtension self-monitoring pre- and post-tensioning system, maxtruder extrusion technology for lowest cement requirement with shortest curing time.

Peikko

Peikko Group Corporation is a leading global supplier of slim floor structures, wind energy applications, and connection technology for precast and cast-in-situ construction.

Peikko's innovative solutions offer a faster, safer, and more sustainable way to design and build. Peikko has sales offices in over 30 countries in Asia-Pacific, Europe, Africa, the Middle East, and North America, with manufacturing operations in 12 countries. Peikko generated a turnover of EUR 255 million in 2021.

Peikko is a family-owned and managed company that employs over 2,000 professionals. Peikko was founded in 1965 and is headquartered in Lahti, Finland. Further information: www.peikko.com.

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FACING THE MARKETING CHALLENGES OF TODAY & TOMORROW

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Dear Colleagues,

I am delighted to welcome you to IPHA's 2022 Sales and Marketing Seminar.

Following on from a successful first IPHA Sales and Marketing Seminar in 2018, it is my pleasure to welcome you to Barcelona once more.

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>Seamus McKeague, President of IPHA</i> <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)</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>
18:30	VIP Tour Visit to Camp Nou
21:00	IPHA Dinner at Camp Nou



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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	How Digital Disruption will Change Construction Pau Garcia-Milà (Entrepreneur & Communicator)
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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HOW DIGITAL DISRUPTION WILL CHANGE CONSTRUCTION

Pau Garcia-Milà

Catalonia

Born in Barcelona in 1987, Pau Garcia-Milà is an entrepreneur and communicator. He was 17 years old when he founded his first company, eyeOS, which was subsequently acquired by Telefónica. During that period, Pau was named Innovator of the Year in 2011 by MIT's TR-35 and was honoured with the Prince of Asturias and Girona "IMPULSA Empresa 2010" Award.



On the communication front, he is the author of four books about innovation, ideas and communication, and contributes to a host of media. He is a regular speaker at public and private events, where he advocates the culture of failure as a key part of success, and speaks about the need for companies to innovate from all departments so as not to lose their competitive edge.

USA Today and OZY magazine published an article about his work in June 2014.

Pau currently combines his work at his most recent venture, IdeaFoster, with lectures at ESADE (he teaches on the Masters in Digital Business). He is also an external expert working with the research team at the IMD's VC2020 Research Centre.



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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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