

Europe's Leading Trade Meeting for Mail Order, Dialogue Marketing and E-Commerce!

German Mail Order Conference

08

September 30th / October 1st/2nd 2008 Rhein-Main-Hallen and Kurhaus Wiesbaden

Mail Order Today and Tomorrow – Multi-optional Paths to Customers

Highlight of the Conference:

Gala Event “Sender of the Year 2008”

September 30th 2008 – Kurhaus Wiesbaden

+ Awards Ceremony for the Lifetime Award

Award Winner:

Thomas Busch, Managing Director, Shareholder WALBUSCH Walter Busch GmbH & Co. KG

Award Announcer:

Carel Half, CEO, Publishing Group Weltbild GmbH

+ Europe's Leading Trade Fair for Mail Order, Dialogue Marketing and E-Commerce!

Mail Order World 08

The Leading Trade Fair for Mail Order Business in Europe!

The Premium Partners:

Deutsche Post/DHL, Hermes Logistik Gruppe

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German Mail Order Conference + Mail Order World 2008

Welcome to the German Mail Order Conference 2008

Dear Colleagues,

Today we would like to take this opportunity to invite you to the **12th German Mail Order Conference 2008**.

The top businessmen, top managers and leaders of the mail order business meet each year at this largest event for the mail order business, dialogue marketing and E-commerce to discuss the main themes and developments in their branch, present new strategies and concepts for the mail order business as well as reveal prospects and perspectives for the future. This year's motto for the conference:

Mail Order Business Today and Tomorrow - Multi-optional Paths to Customers

Many mail order senders have in the meantime ventured the first step with Web 2.0 elements. Today product evaluation has become a duty for many of those in the business. This entails changing a business model of the mail order retailer: Away from impulse-oriented buying, going toward an interactive-driven marketing practice. The mail order branch has developed dynamically, this clearly being driven by online sales.

Within the framework of this **glittering opening** of the German Mail Order Conference on **September 30th** at the **Kurhaus Wiesbaden**, under the **moderation of Susanne Kronzucker**, the **Young Business Award** and **Mail Order Company of the Year** will be awarded. A special highlight this year will be the honoring of Thomas Busch, Managing Director, share holder at Walbusch Walter Busch with the **Lifetime Award**. He will be present to personally accept this distinction for his lifetime achievements.

The awards ceremony for **Catalog of the Year** and **Online-Shop of the Year** on **October 1st** ensure additional highlights for this conference.

Last year more than 1,200 conference participants, 370 exhibitors and over 4,700 trade fair visitors made the German Mail Order Conference and Mail Order World a strong magnet for this pulsating business. If you only visit one event this year – this is your best choice!

We look forward to meeting you personally on September 30th to October 2nd at the German Mail Order Conference.

Rolf Schäfer
President

Martin Groß-Albenhausen
Editor-in-chief

Stefan Schneider
Managing Director

Gala Event “Mail Order Company of the Year 2008” September 30th 2008 – Kurhaus Wiesbaden

Experience this glittering **opening event of the German Mail Order Conference** on September 30th 2008 at **Kurhaus Wiesbaden**. For the first time under the moderation of **Susanne Kronzucker**, the competent, charmingly objective news moderator from RTL, who has moderated ML Mona Lisa since 2008, will be awarding once again the coveted mail order awards.

Dive into your world with your colleagues and partners – the world of the mail order business! In a festive atmosphere the **Young Business Award for the most successful up-and-coming young business** in the mail order business will be awarded. The highlight will be the honoring of the **Sender of the Year**. The prize is awarded for outstanding business achievement that sets a benchmark for the entire branch and gives new impulses for the success of tomorrow. The winners up to the present are: Witt Weiden (2001), WALBUSCH (2002), Pro Idee (2003), Tchibo direct (2004), QVC Deutschland (2005), Globetrotter (2006), Conrad Electronic (2007).

An additional special highlight awaits you in 2008: the **awarding of the “Lifetime Award”** – for a lifetime of achievement in the mail order business – to Thomas Busch, Managing Director, share holder at WALBUSCH Walter Busch. The son of the company’s founder, Walter Busch, was able to position Walbusch as the first address for comfortable menswear. With steadfastness and entrepreneurial far-sightedness he pursued his ideas – always with the goal in mind of offering his customers clothing that sets itself clearly apart from mass production and has efficient solutions for problem zones. We are especially pleased to be able to meet this exceptional personality at this year’s German Mail Order Conference.

A jury of well-known mail order experts has undertaken the nomination and selection of the award winners. The winner is ... Let yourself be surprised!

With friendly sponsoring from
Deutsche Post/DHL (Logos)

Schedule for Gala Event “Mail Order Company of the Year 2008”

- 6:30 p.m. Welcome Cocktail
- 7:30 p.m. Official opening of the German Mail Order Conference and the honoring of the award winners for: Young Business Award, Lifetime Award and Sender of the Year 2008
- Approx. 10:00 p.m. Award Winners’ Evening in the Wintergarten of the Kurhaus

Dress code for this special occasion – festive evening attire!

The Conference and Trade Fair Advisory Committee:

Eva-Maria Roer
Managing Director,
DT&SHOP GmbH

Rolf Schäfer
President, bvh and
Chairman of the Board
Schwab-Versandgruppe
(a member of the Otto group)

Dieter Junghans
Managing Director,
Shareholder
Pro Idee GmbH & Co. KG

Dr. Bert Hentschel
Managing Director
WALBUSCH
Walter Busch GmbH & Co. KG

Hartwig Köster
Pressel Versand GmbH

Tilo Degenhardt
Managing Director,
Shareholder
Lofty Zweitfrisuren GmbH

Patrick Palombo
Handels- und eCommerce-
Consulting

Martin Groß-Albenhausen
Editor-in-Chief
Der Versandhausberater

Stefan Schneider
Managing Director
B+P Management GmbH

The German Mail Order Conference 2008 Program at the Rhein-Main-Hallen in Wiesbaden on October 1st 2008

Chairman:

Martin Groß-Albenhausen, Editor-in-Chief, Der Versandhausberater, FID Verlag GmbH

9:30 – 9:40 a.m.

Welcoming the participants by

Rolf Schäfer, President, bvh - Bundesverband des Deutschen Versandhandels e.V. and
Chairman of the Board, Schwab Versand GmbH and

Martin Groß-Albenhausen, Editor-in-Chief, Der Versandhausberater, FID Verlag GmbH

9:40 – 10:10 a.m. **Keynote Presentation:**

The Voice of the Customer – The new Challenge of Customer Communication

Dr. Andreas Weigend, Internet Guru, taught at Stanford University and in China and advisor to innovative
businesses

10:10 – 10:35 a.m. **Keynote Presentation:**

Mail Order: Chances and Challenges from the Perspective of a Package Delivery Service

Uwe Brinks, Chairman of the Board, DHL Paket Deutschland

10:35 – 11:00 a.m. **Keynote Presentation:**

Martin Lenz, CEO, neckermann.de GmbH

11:00 – 11:50 a.m.

Communication and coffee break and

Opening of the Mail Order World 2008

International Mail Order Forum 2008:

Tour d'Horizon through the International Mail Order Landscape!

11:50 – 12:10 p.m. **International Keynote Presentation:**

The Emerging e-Commerce Market in Turkey

Kaan Dönmez, General Manager and Co-founder, hepsiburada.com/Turkey

(Lecture in English!)

12:10 – 12:30 p.m. **International Keynote Presentation:**

The Success Story and Development of the Raja Group

Vincent Terradot, International Development Director, RAJA/France

(Lecture in English!)

12:30 – 12:50 p.m. **International Keynote Presentation:**

Establishing an e-Commerce Structure that can Support your Global and Local e-Retailing Initiatives

Peter Cobb, Co-founder, SVP Marketing, ebags.com (on option)

(Lecture in English!)

12:50 – 2:15 p.m.

Communication and lunch break and

Visit to Mail Order World 2008

2:15 – 4:00 p.m.

Two parallel Super-Sessions

<p>Super Session I: B2B – Business-to-Business</p> <p>Chairman: Martin-Groß-Albenhausen, Editor-in-Chief, Der Versandhausberater, FID Verlag GmbH</p>	<p>Super Session II: B2C – Business-to-Consumer</p> <p>Chairman: Tilo Degenhardt, Managing Director, Shareholder, Lofty Zweitfrisuren GmbH</p>
<p>2:15 – 2:40 p.m. Doctrine - Theories of Target Group Marketing Using DocCheck Community as an Example Dr. Frank Antwerpes, Managing Director, DocCheck Medical Services GmbH</p> <p>2:40 – 3:05 p.m. Multi-Channel Remaining Inventory: 11 Different Ways to Deal with your Remaining Inventory. Adrian Göldner, Managing Director, BATANIA, ein Spezialversandhandel für Partyservice, Metzgerei, Hotellerie und Gastronomie</p> <p>3:05 – 3:35 p.m. Changes in PBS Mail Order Business – from the Perspective of Otto Office Roy Vieregge, Member of Management OTTO Office GmbH & Co KG</p> <p>3:35 – 4:00 p.m. Bechtle direct: The Symbiosis of the Catalog, e-Commerce and Account Management. Jürgen Schäfer, Member of the Board, Bechtle AG</p>	<p>2:15 – 2:35 p.m. A good Decade for e-Commerce: Between Demand and Reality. The Central Success Factors for Online Business. Roland Fesenmayr, Chairman of the Board, OXID eSales AG</p> <p>2:35 – 2:55 p.m. Can Response Rates be Saved? – A Critical Stock-taking of Acquisition and Activation Levers Franz Hermanns, Managing Director, 3 Pagen Versand- und Handelsgesellschaft mbH</p> <p>2:55 – 3:15 p.m. Growth Strategies for Online-Retailers – How to Continue Growing 70%, even in the 5th Year of Business René Marius Köhler, Managing Director, internetstores GmbH (www.fahrrad.de, www.fitness.de)</p> <p>3:15 – 3:35 p.m. Success in Internet Marketing for the Mail Order Business through intelligent Co-operation Using myToys.de and Dealunited.com as Examples Oliver Beste, Founder and Shareholder myToys.de GmbH & Managing Director, Member of the Board, Deal United GmbH</p> <p>3:35 – 4:00 p.m. Social Commerce Changing (Internet) Business – the Example of smatch.com Dr. Björn Schäfers, Managing Director, smatch.com (otto group)</p>

4:00 – 4:40 p.m.

Communication and coffee break and

Visit to Mail Order World 2008

4:40 – 5:05 p.m. **International Keynote Presentation:**

How Zappos Grew So Big So Fast: 10 Lessons Learned in e-Commerce

Tony Hsieh, CEO, Zappos.com (on option)

(Lecture in English!)

5:05 – 5:30 p.m. **Concluding Presentation**

The Mail Order Business: Brands and Brand Perception

The Significance for the Catalog Business and Online-Shop

Dr. Thomas Schwetje, Principal, BBDO Consulting GmbH

5:30 – 6:00 p.m.

Award Cocktail with the friendly sponsorship from **primeMail (Logo)**

6:00 – 7:15 p.m.

Awards Ceremony “Catalog and Online-Shop of the Year 2008“

By far the most important competitions this year for the mail order business are, for the 9th time, the awards “**Catalog of the Year**” and “**Online-Shop of the Year**” – to be conferred in each of the categories of Business-to-Consumer and Business-to-Business.

Since Internet has become the leading medium, the question of goals and methodology in catalog marketing is being asked anew. The “Big Books” are – too early? – predicted a sudden death; the specialist catalogs – too soon? – a mutation to a “Webalog”. The truth of the matter is, that the catalog marketer is only beginning to explore the boundaries of “**New Cataloging**”.

The Jury:

- Catalog of the Year

- • Uwe H. Drescher, renown expert for direct and catalog marketing
- • Andrea Ringholz, Director Marketing Communication, HLZ Logistic GmbH & Co. KG
- • Bettina Peetz, Sales Director, Jako-o GmbH
- • Gisbert Schmieder, Marketing Director, QUELLE GmbH
- • Marco Schubert, Creative Director Catalog Advertising, OTTO (GmbH & Co. KG)
- • Karl-Heinz Langner, Branch Specialist

- Online-Shop of the Year

- • Patrick Palombo, Advisor to "Versandhausberaters" for eCommerce and New Media
- • Ossi Urchs, Internet Guru from the very beginning
- • Joachim Graf, Hightext-Verlag, ibusiness.de
- • Stefan Mues, Member of Management, New Media, Verlagsgruppe Weltbild GmbH
- • Jens Kreklau, Marketing director, Globetrotter Ausrüstung Denart & Lechart GmbH
- • René Otto, Managing Director, Rock 'N' Shop

From 7:15 p.m.

Mail Order Party

Rhein-Main-Hallen Wiesbaden / October 1st 2008 / from 7:15 p.m.

With the friendly sponsoring from Hermes Logistik Gruppe

The Mail Order Party will be held in the top floor foyer of the Rhein-Main-Hallen in Wiesbaden after the conclusion of the awards ceremony for “Catalog of the Year” and “Online-Shop of the Year”. Enjoy an entertaining evening with a buffet, music and the winners of the catalog prizes. Take this opportunity to meet with your mail order colleagues, partners and suppliers in a casual atmosphere and renew and maintain your network of valuable contacts. Look forward to an interesting evening set in a wonderful atmosphere.

Tickets for non-conference participants: €70,- (including VAT)

The German Mail Order Conference 2008 Program
at Rhein-Main-Hallen in Wiesbaden on October 2nd 2008

Detailed Techniques and Strategies for Optimizing your Value-Added Chain!

9:00 – 10:30 a.m.

5 parallel trade conferences

TRADE CONFERENCE 1: RETAIL GOES MAIL ORDER	TRADE CONFERENCE 2: WHAT'S LEFT OF THE CATALOG?	TRADE CONFERENCE 3: PAYMENT	TRADE CONFERENCE 4: INTERNET MARKETING	TRADE CONFERENCE 5 LOGISTICS & FULFILLMENT
Chairman: Patrick Palombo , Handels- & eCommerce-Consulting	Chairman: Martin Groß-Albenhausen , Editor-in-Chief, Der Versandhausberater	Chairman: Dr. Ernst Stahl , Research Director & Head of Competence Center E-Business, ibi research at the University of Regensburg	Chairman: Nikolaus von Graeve , Managing Director, Rabbit eMarketing Sinn von Graeve GmbH	Chairman: Dominik Bühring , Member of Management, MIEBACH CONSULTING GMBH
<p>9:00 – 9:20 a.m. Multi-Channel Management Dr. Stephanie Rumpff, Business Development Manager, Competence Centers Retail & Consumer, PricewaterhouseCoopers AG WPG</p> <p>9:20 – 9:40 a.m. 10 Years of Online Business at Leder-Stoll, Frankfurt Beginning - Effects - Prospects Dr. Joachim Stoll, Managing Director, Leder Stoll OHG und Koffer24 GmbH</p> <p>9:40 – 10:00 a.m. Multi-Channel 2.0 Frank Scharmsky, Head EP:Netshop, EP:Netshop GmbH</p> <p>10:00 – 10:20 a.m. How the Retailer can be Successful with Multi-Channel Strategies! Andreas Karafotias, Web Director XXXLutz Gruppe, LN Möbelhandels GmbH/A (formerly: Advertising und Project Manager Rossmann Online; E-Commerce Manager Esprit; Homeshopping Manager Ikea)</p> <p>10:20 – 10:30 a.m. Concluding Discussion with the speakers of the trade conferences</p>	<p>9:00 – 9:20 a.m. What's left of the Catalog – a Medium dies with its Target Group? Sven-Ole Binder, Managing Director, Rapp Collins GmbH</p> <p>9:20 – 9:40 a.m. The Catalog is Dead – Long Live the Catalog! The Results of the Current bvH Survey for the Future of the Catalog! Peter Sonneck, Senior Consultant, TNS-Infratest GmbH (Consumer & Retail)</p> <p>9:40 – 10:05 a.m. The 5 Myths of the Catalog Michael Bach, Sales Director, Sales Department BRIEF ZKAM, Deutsche Post AG</p> <p>10:05 – 10:30 a.m. The Mail Order Business is Out, Mail Order lives: why Seventyseven Catalogs and Platforms like youtube.com etc. are useful. Martin Peters, Marketing & Eventmanagement, Seventyseven Mailorder</p>	<p>9:00 – 9:15 a.m. I-Payment - The Next Generation Andrea Anderheggen, Board member, Payment Network AG</p> <p>9:15 – 9:40 a.m. The Relevance of Payment Systems for Online Turnover Arnulf Keese, Head of Business Customers Dept., PayPal Deutschland GmbH</p> <p>9:40 – 10:05 a.m. Pago Retail Report Buying and Payment Behavior in Online Business – Exclusive Summary Tobias F. Hauptvogel, Principal Marketing & Corporate Communications, Pago eTransaction Services GmbH</p> <p>10:05 – 10:30 a.m. Safe and Guaranteed Payment in the Long-Distance Shopping Business! Michael Weinreich, Managing Director, KG EOS Holding GmbH & Co.</p>	<p>9:00 – 9:25 a.m. Life-Cycle E-Mail Marketing with the Example of an International Capital Goods Manufacturer. Uwe Michael Sinn and Nikolaus von Graeve, Managing Director, rabbit eMarketing Sinn von Graeve GmbH</p> <p>9:25 – 9:45 a.m. Emotional Search Machines Marketing Silvia Meyer, Department Head Sales/e-Commerce APART International GmbH</p> <p>9:45 – 10:10 a.m. Optimizing Search Machines for Online-Shops: The Best and the worst Strategies for Shop Retailers Thomas Promny, Managing Director Marketing, Gimahot GmbH</p> <p>10:10 – 10:30 a.m. Individual Shopping Experience through advanced Personalized Approaches in the Internet Markus Schilling, Team leader eCRM-Systems, neckermann.de GmbH</p>	<p>9:00 – 9:20 a.m. International E-Fulfillment: Key Factors for Successful Brands in e-Commerce. Oliver Lucas, Managing Director, Dohmen Solutions GmbH & Co. KG</p> <p>9:20 – 9:45 a.m. Package Delivery Service as Differentiation a Motor for eCommerce Dr. Andrej Busch, Member of the Board, DHL Paket Deutschland</p> <p>9:45 – 10:10 a.m. Itemization in the Outsourcing Process – Strategy and Flexibility Olaf Berger, Vice President Northern Europe, FMCG & Retail, ProLogis Germany Management GmbH Peter Bimmermann, Key Account Manager, Vanderlande Industries GmbH</p> <p>10:10 – 10:30 a.m. Multi-Channel and Long Tail: how do Trends in Business affect the Back Office Processes? Dieter Urbanke, Chairman of the Executive Board, Hermes Warehousing Solutions GmbH</p>

10:30 – 11:00 a.m.

Communication and coffee break and **Visit to Mail Order World 2008**

11:00 a.m. – 12:40 p.m. **5 parallel trade conferences**

TRADE CONFERENCE 6: THE MAIL ORDER BUSINESS GOES RETAIL	TRADE CONFERENCE 7: EASTERN EUROPE / INTERNATIONALIZATION	TRADE CONFERENCE 8: DIRECT MARKETING	TRADE CONFERENCE 9: CREDIT MANAGEMENT / CONTROLLING	TRADE CONFERENCE 4: E-COMMERCE AND NEW BUSINESS MODELS
<p>Chairman: Matthias Seegerer, Fritz Berger GmbH (on option)</p>	<p>Chairman: Johanna Taxerer, Head of International Mail, Österreichische Post AG</p>	<p>Chairman: Editor-in-Chief, acquisa, Haufe Fachmedia GmbH & Co. KG</p>	<p>Chairman: Dr. Ernst Stahl, Research Director & Head of Competence Center E-Business, ibi research at the University of Regensburg</p>	<p>Chairman: Jochen Krisch, Branch Analyst and Publisher, Exciting Commerce</p>
<p>11.00 – 11:25 a.m. Long-Distance Shopping business goes Multi-Channel Susanne Schildknecht, MD Sektor Home Delivery, DHL Exel Supply Chain Central Europe</p> <p>11.25 – 11.50 Blue Tomato: Does it make sense for Mail Order Senders to open up a Store? And if yes, – how? Alexander Zezula, Head E-Business Blue Tomato Snowboardshop Snowboard Dachstein Tauern GmbH</p> <p>11:50 a.m. – 12:15 p.m. DocMorris: Online Business goes Retail – Why does it make Sense to open Your Own Outlets? Speaker will be announced later!</p> <p>12:15 – 12:40 p.m. Concluding Discussion: Roland Allgeyer, Managing Director Peter Hahn GmbH + Speakers of the trade conferences</p>	<p>11:00 – 11:25 a.m. Eastern Europe in Focus: Numbers, Dates and Facts to Direct Marketing and the Mail Order Business Johanna Taxerer, Head International Mail, Österreichische Post AG</p> <p>11:25 – 11:50 a.m. Successful Expansion in the Future Markets: The Phases of Market Entrance using the Swiss Market as an Example André Müller, Leiter B2C International, Swiss Post International</p> <p>Tips and Tricks for Expansion in Eastern Europe Bernard Germanier, Head of Marketing Mail International, Swiss Post International</p> <p>11:50 a.m. – 12:15 p.m. Internationalization Strategy – Quelle in Eastern Europe Dr. Axel Steuernagel, Head Middle and Eastern Europe, Quelle GmbH</p> <p>12.15 – 12.40 p.m. New Chances and Challenges Speaker will be announced later!</p>	<p>11:00 – 11:25 a.m. Multi-Channel-Retailing Requires real Multi-Channel Communication Dima Beitzke, Head of Sales, Nayoki Interactive Advertising GmbH Jens Weyland, Head of Sales Department Mail Order, AZ Direct GmbH</p> <p>11:25 – 11:50 a.m. Cross-Medial Lead Generation Thomas Heickmann, Managing Director Schober Information Group Deutschland GmbH</p> <p>11:50 a.m. – 12:15 p.m. Challenge for the Mail Order Business – Universal Support for all Advertising Processes Antonius Huerkamp, Board Member, RS MediaGroup AG</p> <p>12:15 – 12:40 p.m. Your Customers' Data is Your Capital! What do you do when the Communications Highway to your Customer is Interrupted? Targeted Customer Search through Efficient Address Research. Thorsten Friederich, Head Product and Innovation Management, Adress Research GmbH</p>	<p>11:00 – 11:25 a.m. Impulse Report Dr. Ernst Stahl, Research Director & Head of Competence Center E-Business, ibi research at the University of Regensburg</p> <p>11:25 – 11:50 a.m. Jochen Senger, Key Account Manager Mail Order, SCHUFA Holding AG</p> <p>11:50 a.m. – 12:15 p.m. Payment Guarantees: Intelligent Customer Growth through Easy Payment Methods Beat Koch, Director Customer Marketing DACH, Intrum Justitia</p> <p>12:15 – 12:40 p.m. Business Intelligence Challenge: Reaching Your Goal with Rapid-Prototyping and Interactive Development Processes André Henkel, Department Head Business Intelligence, initions AG</p>	<p>11:00 – 11:20 a.m. User Centricity – The Challenges of e-Commerce Lars Rabe, Vice President, Intershop Communications AG</p> <p>11:20 – 11:40 a.m. How Digitalization of Business Models is Changing – an Example using Digital Photography Stefan Rütli, Managing Director, Prestige Vertriebs GmbH/Schweiz</p> <p>11:40 – 12:00 p.m. JULIE & GRACE: An Example for a Business Model that not only uses new Techniques for old Processes, but also uses the Possibilities of the Web to their fullest. Simon-Peter Nötzel, Managing Director, JULIE & GRACE</p> <p>12:00 – 12:20 p.m. Mobile Couponing, Mobile Tagging: New Business Approaches for Steering Customers in Target Groups Hubert Peter, Head New Business Development, arvato services</p> <p>12:20 – 12:40 p.m. Upswing in Downswing – Potential of e-Commerce in a Recession Economy Stephan Schambach, Founder and Board Member, Demandware INC./USA</p>

12:40 – 2:00 p.m.

Communication and lunch break and **Visit to Mail Order World 2008**

2:00 – 3:30 p.m. **5 parallel trade conferences**

TRADE CONFERENCE 11: YOUNG BUSINESS FORUM –WITH NEW BUSINESS MODELS TO SUCCESS	TRADE CONFERENCE 12: BRAND GOES DIRECT	TRADE CONFERENCE 13: COMMUNITY-MARKETING	TRADE CONFERENCE 14: TV AND IP-VIDEO AS MARKETING INSTRUMENT	TRADE CONFERENCE 15: TESTING AND OPTIMIZING IN E-COMMERCE
Chairman: Oliver Claas , Press Speaker, Bundesverband des Deutschen Versandhandels e.V.	Chairman: Martin Groß-Albenhausen , Editor-in-Chief, Der Versandhausberater	Chairman: Hagen Fisbeck , Project Head eCommerce, Primondo Specialty-Group GmbH	Chairman: Jochen Krisch , Branch Analyst and Publisher, Exciting Commerce	Chairman: Burkhard Köpper , Managing Director, Shareholder, jaron.DIRECT GmbH
<p>2:00 – 2:25 p.m. “The Whole World is a Stage” Maskworld.com: An Unusual Business Concept Roman Matthesius, Managing Director, Metamorph GmbH (maskworld.com)</p> <p>2:25 – 2:45 p.m. Fan Emotion: Motor Sport Merchandising as Mail Order Concept The First Experiences as a Mail Order for Fans Ansgar Holtmann, Owner, Vendion</p> <p>2:45 – 3:10 p.m. Direct Marketing creates a new Business Model: Quelle revolutionizes the Market for Pre-Fab Houses in Austria Christiane Arnscheidt, Head of Marketing, Quelle Linz AG</p> <p>3:10 – 3:30 p.m. Long Tail Theory in Mail Order Business – Addressing Target Groups of Associations and Special Interest Groups Sebastian Schmidt, Managing Director, Anschluss Tor Vermarktungs GmbH</p>	<p>2:00 – 2:25 p.m. Online Sales – the Direct Path to the Customer What Established Brands can learn from Online Businesses Wilfried Beeck, Managing Director, ePages GmbH</p> <p>2:25 – 2:45 p.m. New Competitors on the Playing Field! How can Mail Order Brand Manufacturers and new Business Models be in the Forefront? Andreas Schwend, Managing Partner, dmc digital media center GmbH</p> <p>2:45 – 3:10 p.m. Cross Channel Strategy – Sustainable Growth through Customer Satisfaction at Fashion Label Mexx in Europe Jesko Breuer, Managing Director MEXX Direct, Mexx Europe B.V./NL</p> <p>3:10 – 3:30 p.m. Concluding Discussion Christian Möhring, Leiter eShop Leonardo, LEONARDO – glaskoch B. Koch jr. GmbH & Co. KG + additional Speakers from the Trade Conferences</p>	<p>2:00 – 2:25 p.m. Success Factor Business Model. Why it will always be a Decisive Factor Prof. Dr. Günter Faltn, Founder and Managing Director, Shareholder, Projektwerkstatt GmbH (Tea Campaign) and Professor, Head of Department of Entrepreneurship, Freie Universität Berlin (Thema LOHAS, Authentizität, Blog)</p> <p>2:25 – 2:50 p.m. From Online-Shop to Community - Web 2.0 Strategies using Gourmondo.de as an Example Udo Bergmann, Manager Website Conversion /CRM, Gourmondo GmbH</p> <p>2:50 – 3:10 p.m. Community-Marketing: Success Factors using Kickz AG as an Example Niko Bondarenko, Managing Director & Founder, spielraum gmbh (angefragt)</p> <p>3:10 – 3:30 p.m. Welcome to the Club - how Businesses Discover anew a Tried and True Believed-to-be-Dead Sales Model Harald Ernst, Managing Director, BuyVIP S.L. Germany</p>	<p>2:00 – 2:25 p.m. Print, Online, TV: A Critical Balance Sheet of the Marketing Lever in eCommerce Daniel Boldin, CEO, myby GmbH & Co. KG</p> <p>2:25 – 2:45 p.m. IP-Video in the Mail Order Business Jacques Konczyk, Head of Development, 3Pagen Versand- und Handelsgesellschaft mbH</p> <p>2:45 – 3:10 p.m. Experience with TV and Internet as Parallel Sales Paths Olaf Kliem, Managing Director, Der Schmuckkanal Deutschland GmbH</p> <p>3:10 – 3:30 p.m. eCommerce TV: Creating New Shopping Experiences. Mathias Birkel, Consultant and Author of Surveys eCommerceTV, Goldmedia</p>	<p>2:00 – 2:25 p.m. Current Trends and new Approaches in Optimizing eCommerce Burkhard Köpper, Managing Director, Shareholder, jaron.DIRECT GmbH</p> <p>11:25 – 11:45 a.m. Site Engineering - New Core Tasks in eCommerce: Dirk Lauber, Department Head E-Commerce, BAUR Versand (GmbH & Co KG) „A member of the otto group“</p> <p>11:45 a.m. – 12:25 p.m. Changing Times – Platform Change in eCommerce Hendrik Hoppe, Head of E-Business Excellence Team, T-Systems Multimedia Solutions and Rudolf Geiger, Director Sales, Central Europe, Demandware (Deutschland) GmbH</p> <p>12.25 – 12.50 The Changing Face of eCommerce Jeff Hunt, International Sales Director, Adobe Scene7</p>

3:30 p.m. Conclusion of the **German Mail Order Conference 2008**

Mail Order World 08

The Leading Trade Fair for Mail Order Business in Europe!

The **Mail Order World** is Germany's largest trade fair for the entire spectrum of the mail order business and offers an information and business platform, parallel to the German Mail Order Conference. At this trade fair you'll have the opportunity to present your company, your products or services to trade fair visitors and conference participants.

Next to the traditional apparatus of the mail order trade, suppliers of new technologies and new media have especially established themselves in the past few years. Through this harmonious mixture of tried and innovative ideas on offer, the trade fair sets the right tone for producers and suppliers, users and agencies, insiders and beginners in an optimal business setting. Contrary to many specialized trade fairs, the "Mail Order World" is the meeting place for the entire spectrum of service people and suppliers of the whole mail order business world. And all of this at the highest level!

An Overview of the Exhibition Categories:

Direct Marketing

- Address Management/Address Publishers
- Customer Relationship Management (CRM)
- Database-Management
- Data Warehousing/Data Mining
- Fulfillment-Services
- Letter Shops
- Mail Services/Mailing Specialists

Agencies

- Market Research
- Photo Agencies
- Photo-/Graphic Design
- Multimedia Agencies
- Direct-Mail Advertising Agencies
- Advertising Agencies
- Copy Writers

E-Business/E-Marketing

- E-Commerce/E-Selling
- E-Mail Marketing/E-Mail Services
- Internet Services
- Mobile Marketing
- Newsletter Marketing
- Online Services/Online Marketing
- Search Machines

Creation, Products & Sourcing

- Catalog Design
- Catalog Production/Printing
- Advertising Material/Production

Print & Services

- Envelopes/Large-size Envelopes
- Printers/Pre-Press
- Desktop Publishing
- Book Binders for Print Material
- Mailing Systems

Sales

- Coupons
- Customer Cards
- Sales Promotion
- Discount System

Logistics & Returns

- Logistics and Procurement Solutions
- Consulting and Returns Management

Call Center

- Help Desk/Support Center
- Call Center Installer
- Tele-Services/Selling
- Telemarketing Services
- Interactive-Services/Selling

Sponsorship Management

- Debit Management
- Customer Care
- Risk Management

Miscellaneous

- Publishers/Associations
- Business Development

5 advantages to enhance your participation for you the exhibitor:

- The Mail Order World is THE meeting place for top decision-makers in the mail order business, e-Commerce and direct marketing – THE top-class networking platform that is held parallel with the German Mail Order Conference
- The Mail Order World allows companies direct “face-to-face contact” with customers, or just as important, potential customers
- Personally for you: Your contact to the top decision-makers that will enable your business to flourish.
- The Mail Order World offers a once-in-a-lifetime opportunity to present your solutions and services to a select target group – free of loss of random advertising!
- As an exhibitor, you will receive free entrance tickets and advertising material for your own mailing activities, additional advertising opportunities in the advertorials of the trade fair newspaper “Mail Order News”, ads in the trade fair catalog, reports in your own company newsletters, insets in newspaper ads, etc.

For whom is Mail Order World interesting?

Are you also a specialist in the mail order and catalog business? Then you should be an exhibitor at the **Mail Order World 2008**: We offer you the opportunity, on over 10,000 m², to present your products and services in an innovative atmosphere.

Use this exclusive framework of this event to demonstrate your services and products and become a part of the Mail Order World – **THE meeting place of the trade.**

Are you interested? Request detailed exhibitor information without obligation:
Tel.: 06172 / 9666-12, Fax: 06172 / 9666-45, E-mail: mow@managementforum.com

Information for Visitors

Trade Fair **Mail Order World 2008** / Rhein-Main-Hallen Wiesbaden / October 1st/2nd 2008

The **Mail Order World** is Europe's largest trade fair for the entire spectrum of the mail order business.

Opening Hours:

October 1st 2008: 10:00 a.m. – 6:00 p.m.

October 2nd 2008: 9:00 a.m. – 5:00 p.m.

Prices/Conditions

Entrance for one day: € 20,-

Entrance for two days: € 30,-

Entrance tickets can be bought only at the trade fair!

Event Location:

Rhein-Main-Hallen Wiesbaden

Rheinstraße 20 • 65185 Wiesbaden

Tel.: 0611/144-0 • Fax: 0611/144-118

Highlight of Mail Order World 2008: Mail Order Party

Rhein-Main-Hallen Wiesbaden / October 1st 2008

With friendly sponsoring from
Hermes Logistik Gruppe (Logo)

The Mail Order Party will be held **after the conclusion of the awards ceremony for Catalog and Online Shop of the Year** at Rhein-Main-Hallen in Wiesbaden. Enjoy an entertaining evening with a buffet, music and the winners of the catalog prizes. Use this opportunity, in casual surroundings, to meet your mail order colleagues, partners and suppliers and maintain and expand your network of contacts. Look forward to an exciting evening full of atmosphere.

Additional Sponsors of the German Mail Order Conference 2008:

Acxiom
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demandware
dmc
Dohmen Solutions
epages
getaline

Hermes Warehousing Solutions
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intrum justizia
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T-Systems
TÜV Rheinland
walter services

The Media Partners:

acquisa
eCommerce
iBusiness
internetworld
marketingBörse
press1
ONEtoONE

Everything you need to know: Information and Registration

You may register:

By Telephone: 0 61 72 / 96 66 - 0

By Fax: 0 61 72 / 96 66 - 45

By Mail: B+P Management Forum GmbH
Schwedenpfad 24
61348 Bad Homburg

By E-Mail: info@managementforum.com

By Internet: www.versandhandelskongress.de

Date and Location:

September 30th 2008 - Parallel Pre-Conference Workshops

At Dorint Pallas Hotel Wiesbaden (11:00 a.m. – 4:00/4:30 p.m.)

Auguste-Viktoria Strasse 15 • 65185 Wiesbaden

Tel. 0611/3306-3306 • Fax: 0611/3306-1000

October 1st / 2nd 2008 – German Mail Order Conference + Trade Fair “Mail Order World 2008” at

Rhein-Main-Hallen Wiesbaden

Rheinstraße 20 • 65185 Wiesbaden

Tel.: 0611/144-0 • Fax: 0611/144-118

Opening hours:

October 1st 2008 10:00 a.m. – 6:00 p.m.

October 2nd 2008 9:00 a.m. – 5:00 p.m.

Room Reservations:

Contel Hotel Mainz

Wallstr. 56
55122 Mainz
€ 95,- incl. breakfast
Tel. 0 61 31 / 3 04 00 • Fax: 0 61 31 / 30 40 - 500

(Fully booked)

Hotel Nassauer Hof Wiesbaden

Kaiser-Friedrich-Platz 3-4, 65183 Wiesbaden
Tel. 0611/133-0 • Fax: 0611/133-632
Single room: € 245,- excl. breakfast

(Fully booked)

Dorint Pallas Hotel Wiesbaden

Auguste-Viktoria Strasse 15
65185 Wiesbaden
Tel. 0611/3306-3306 • Fax: 0611/3306-1000
Single room: € 195,00 excl. breakfast

(Fully booked)

Crowne Plaza Hotel Wiesbaden

Bahnhofstraße 10-12
65185 Wiesbaden
Tel. 0611/162561
Fax: 0611/761372
Single room: € 165,- excl. breakfast

(Fully booked)

Best Western Hotel Hansa

Bahnhofstr. 23, 65185 Wiesbaden
Tel. 0611/901240 • Fax: 0611/90124666
EZ: € 136,- incl. breakfast

(Fully booked)

Ibis Hotel

Georg -August Zinn Strasse 2, 65189 Wiesbaden
Tel. 0611/3614-0 • Fax: 0611/3614-499
Single room: € 80,50 incl. breakfast

Penta Hotel Wiesbaden

Abraham-Lincoln-Straße 17, 65189 Wiesbaden
Tel. 0611/797-0 • Fax: 0611/761372
Single room: € 135,- excl. breakfast

Conference/Registration Instructions:

The fee for the conference + pre-conference workshops is € 1.490,- and for the two-day conference € 1.290,- plus VAT per person. For three participants or more there is a 15% price reduction. The conference fee includes a documentation of the conference, drinks and lunch. After receipt of your registration you will receive a confirmation and an invoice. Entrance to the conference may only be allowed when the receipt of the invoiced fees are paid in ample time before the beginning of the conference.

Cancellation of your registration will result in a processing fee of € 50,- plus 19% VAT per person, if the cancellation is received in writing no later than September 2nd 2008 at B+P Management Forum, Bad Homburg. The entire conference fee payment is due if a cancellation is received after September 2nd 2008 or for a no-show participant. A substitute for a registered participant is permitted. The event organizers reserve the right to a change of speakers or subjects.

Fax for registration: (06172) 96 66 45

Yes, I am registering/we are registering for the **German Mail Order Conference 2008:**

September 30th - October 2nd 2008 – **Pre-Conference Workshops + Conference*** €1.490,- plus VAT/Person

I will participate in the following Workshop:

Workshop I: Beginner Workshop II: Marketing in Web 2.0 (Please check!)

October 1st/2nd 2008 - **Conference*** €1.290,- plus VAT/Person

September 30th 2008 – **Pre Conference Workshops** €290,- plus VAT/Person

I will participate in the following Workshop:

Workshop I: Beginner Workshop II: Marketing in Web 2.0 (Please check!)

** Incl. free trade fair visit and gala event at Kurhaus Wiesbaden! The ticket contingent is limited for the gala evening.*

Data Protection Declaration (PLEASE CHECK!)

I/we am/are aware, that my/our personal data may be determined, processed and used according to the legal requirements of the Bundesdatenschutzgesetzes (BDSG). All of the determined data given through this registration will be handled according to the existing fundamental legal basis. My/our personal data will strictly not be given to a third party. External suppliers that are contracted to B+P Management Forum Bad Homburg that process the data, sponsors, exhibitors and co-workers are likewise bound by these legal requirements, and are not considered to be a third party.

Subscribers to the Versandhausberater and/or members of the Bundesverbandes des Deutschen Versandhandels receive an additional **reduction of €150,-** on conference participation. (Please check!)

We are interested in participating as exhibitor at the Mail Order World 2008. Please send me/us, without obligation, an information package.

We are interested in sponsoring for the German Mail Order Conference 2008. Please send me/us, without obligation, an information package.

1. Family Name First Name

Position E-Mail*

2. Family Name First Name

Position E-Mail*

3. Family Name First Name

Position E-Mail*

Company Telephone/Fax

Street Postal Code/City

Date Company stamp Signature

* I give my consent to receive additional information in the future from B+P Management Forum GmbH.

With links to top info:
www.versandhandelskongress.de