

Press release:

The 56th FEST congress is taking place in Vienna from 13 to 15 September. The organizer Frauenthal picks the exciting topic "How to stay a successful company in the digital age", because the digitalization has long since arrived in the sanitary and heating wholesale trade. Topics such as how the industry players react to it, which trends there are and which strategies are used to score with customers, are on the agenda on the three days.

FEST is the "Federation of the Sanitary and Heating Wholesale Trade", i.e. the European umbrella organization of the sanitary and heating wholesalers. This year's annual congress will be hosted in Vienna upon invitation of the Frauenthal Handel Group and the Austrian Association of Sanitary and Heating Wholesalers.

Internet of Things, Big Data and the Digital Revolution change the industry - new business models and sales opportunities are created, the requirements for marketing and data management lead to new challenges and many opportunities. All of these topics - with the focus on wholesale in the sanitary and heating industry - are highlighted by the keynote speakers of the congress in their keynote speeches.

Beatrix Ostermann, FEST President and Member of the Executive Board of the Austrian wholesale group Frauenthal Handel, sees tremendous opportunities and additional sales potentials in the digital transformation. "The digital transformation as a process of change is in full swing. Companies that have recognized this, that actively shape the change and set trends and standards, will benefit massively in doing this", says Ostermann.

Internet of Things, Digital Marketing and new consumer behavior

"Internet of Things" and "Smart Living" are already now changing the well-known living concepts: heating systems controlled by mobile phones or bathrooms as multimedia wellness areas are offering the highest individual comfort. There are not only in the product technology ongoing fundamental changes - but also in the purchase behavior. Today, the decision for a new bathroom is very often made on the Internet: customers get informed digitally, even before the first professional comes into play. They use tools such as online bathroom planners and web shops, and contact advisers and builders via e-mail. Only the ones providing an appropriate online presence will persist. Digital Marketing and Service are becoming an essential tool for vendors to build customer loyalty and trust.

In addition to the top-class keynotes, the program of the FEST congress also includes two excursions to modern wholesale locations as well as an elegant gala dinner in the dome hall of the Natural History Museum in Vienna.

Felix Plötz is an expert in the topics "Digitalization & New Business Models" and "Leadership & Motivation of the Next Generation".

Dorothee Ritz is General Manager of Microsoft Austria and thus has an active role in the digital transformation of Austria.

Dietmar Dahmen is a creative consultant, futurologist and specialist in digital marketing.

The FEST Congress at a glance

Date

13 to 15 September 2018

Venue

Le Meridien Vienna

Robert Stolz Platz 1, 1010 Vienna

Excursion

Logistics center and showroom "Bad & Energie" of the Frauenthal Handel Group in Perchtoldsdorf near Vienna and showroom "Elements" of the GC Group in Wiener Neudorf near Vienna.

Industry partners

BWT, Duravit, Geberit, Grohe, Ideal Standard, Reflex, Uponor, Vaillant, Wilo

Participation fee

Early bird ticket: € 270 per person, for bookings until 31 May 2018

Regular ticket: € 300 per person

More information and registration at:

www.festcongress.wien

For questions, please contact:

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