

Issue, Month, (AD)*, (DD)*, (PD)*	Fairs, Events, Congresses	Topics			Main Topics	Regular Sections
<b>1/2 Jan./Febr.</b> AD 19.12.2011 CD 23.12.2011 PD 19.01.2012	<b>CeBIT</b> , Hanover, Germany (06-10.03.) <b>Christmasworld</b> , Frankfurt/Main, Germany (27-31.01.) <b>Paperworld</b> , Frankfurt/Main, Germany (28-31.12.) <b>Ispo</b> , Munich, Germany (29.01.-01.02.)	Latest news in labour, social and tax law	Trends for the future Information Forum of the Research Association	News from the CeBIT Lastest news + information also for small businesses		In addition to these regularly published issues, for which renowned specialist authors are responsible, we also report on all important topics of interest for the professional group of independent sales representatives in the sections:
<b>3 March</b> AD 20.02.2012 CD 24.02.2012 PD 14.03.2012	<b>Ambiente</b> , Frankfurt/Main, Germany (10-14.02.)	Interview: the economy in the different sectors	Successful Negotiating Sales successes due to findings from brain research	Lastest news on law and taxes	<b>Framework agreement of the CDH</b>	<b>Business &amp; Politics</b> Political developments of importance for the business sectors, developments, short interviews with politicians on the latest topics, economic development, interviews with business experts.
<b>4 April</b> AD 15.03.2012 CD 21.03.2012 PD 11.04.2012	<b>Eisenwaremesse</b> , Cologne, Germany (04-07.03.) <b>ILM</b> , Offenbach, Germany (10-12.03.) <b>GDS</b> , Düsseldorf, Germany (14-16.03.)	Industry event of the CDH Topics and program	Stress management More energy + enjoyment at work	Sales tactics - Defusing conflicts with customers	<b>Fairs + exhibitions</b>	<b>Latest News from Berlin</b> News from the work of the Association, reports on political activities of the CDH and Association events.
<b>5 May</b> AD 13.04.2012 CD 19.04.2012 PD 09.05.2012		Balance sheets of the CDH Achievements + Successes	WLAN hotspots Mobile communication	Ergonomics in the office – Ergonomic working		<b>Law &amp; Taxes</b> All areas that are of interest to the target groups, reports, commentaries, brief notes.
<b>6 June</b> AD 16.05.2012 CD 23.05.2012 PD 13.06.2012	<b>Tendence</b> , Frankfurt/Main, Germany (24-28.08.)	Key trends Markets of tomorrow	Dealing with banks Eliminating areas of conflict	Meeting staff requirements Selection and employment of staff	<b>Company cars</b>	
<b>7/8 July/Aug.</b> AD 25.06.2012 CD 29.06.2012 PD 18.07.2012	<b>Gafa, Spoga</b> , Cologne, Germany (02-04.09.)	CDH Annual General Meeting The Association in the public eye	Corporate Communication Social Media also for trade representatives	Mobile communications Technologies for sales forces		<b>Marketing and Sales</b> Sales psychology, dealing with customers, sales strategies, etc.  <b>Internet &amp; E-Commerce</b>
<b>9 September</b> AD 20.08.2012 CD 24.08.2012 PD 12.09.2012	<b>Orgatec</b> , Cologne, Germany (23-27.10.)	CDH fairs in the focus of customer interests	Change Management: Success through change	Promotional items Ideas for arousing attention	<b>Sales law</b>	<b>News and Useful Information</b> Brief presentation of products and services that are of interest to sales representatives and sales companies.
<b>10 October</b> AD 14.09.2012 CD 20.09.2012 PD 10.10.2012		Company Compass 2011 Costs and Services in Benchmarking	Project planning software Programs for beginners and advanced users	Recommendation marketing Impulses for new customer business	<b>Vehicle pool + leasing</b>	<b>Sectors &amp; Markets</b> Notes and reports from individual sectors, industry economies, foreign markets, country reports, previews and reviews of important trade fairs.
<b>11 November</b> AD 19.10.2012 CD 25.10.2012 PD 14.11.2012		Negotiation Strategy	Sales analysis	Sales representative as employer	<b>Fairs + exhibitions</b>	<b>Cars, Travel, Transport</b> Car models, driver assistance systems, e.g. navigation systems, route planning, transport
<b>12 December</b> AD 19.11.2012 CD 23.11.2012 PD 12.12.2012		CDH statistics Developments in the business sector	Recommendation marketing New customer business	The correct selection of representatives – Criteria for the right mixture		<b>Employers</b> Labour law, staff management, employee motivation

\*AD = Advertising deadline | CD = Copy deadline | PD = Publication date

This overview of the subjects scheduled for 2012 is intended for your planning. We reserve the right to make changes if necessary. For further information, please call +49 (0)611 / 78 78 – 226