

Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Subjects			Specials	Extras / special issues
1/2 Jan. / Feb. AD 21.12.2011 CD 04.01.2012 PD 25.01.2012	komma , Munich, Germany (25-26.02.) CeBIT , Hanover, Germany (06-10.03.)	Potential analyses Recognise and utilise resources	Sales support by call centre service providers	Business Intelligence Mehr Umsatz durch effizientes Datenmanagement	Special CeBIT	
3 March AD 10.02.2012 CD 17.02.2012 PD 09.03.2012	Swiss Online Marketing , Zurich, Switzerland (14-15.03.) Sales Marketing Messe , Munich, Germany	Address management Optimising customer data	Customer cards and other instruments for customer retention	E-Commerce Webshops erfolgreich aufbauen und betreiben		Industry ExtraCapital Goods
4 April AD 14.03.2012 CD 21.03.2012 PD 13.04.2012		Direct sales Selling products without detours	Customer events Using events to impress and retain customers	Search engine optimisation Found at Google & co.	Special Fairs and Exhibitions (Combined with HVJ)	
5 May AD 12.04.2012 CD 19.04.2012 PD 11.05.2012		Employee incentives Successful planning of motivation competitions	Corporate publishing Publications for customer retention	Coaching The sales manager as a team coach		Industry ExtraFinancial Services
6 June AD 09.05.2012 CD 16.05.2012 PD 11.06.2012	Mailingtage , Nuremberg, Germany (20-21.06.)	Displays Technical solutions for fairs and exhibitions	Presentation techniques Trends and innovations for sales conversations and conferences	E-mail marketing Strategic application of mailings for customer retention	Special Company Cars (Combined with HVJ)	
7/8 July / Aug. AD 29.06.2012 CD 06.07.2012 PD 27.07.2012	Suisse EMEX , Zurich, Switzerland (21-23.08.)	Further training Trends in sales training	Call Centres Outsourcing services for customer service	Advertising articles Arousing attention with innovative ideas		Industry ExtraAutomobile
9 September AD 17.08.2012 CD 24.08.2012 PD 14.09.2012	IT & Business & DMS EXPO , Stuttgart, GER Mail Order World , Wiesbaden, Germany (26-27.09.) dmexco , Cologne, Germany CRM Expo , Nuremberg, Germany	Mobile sales Technical innovations for mobile use	Conferences and congresses Strategic planning and successful execution of events	Customer retention instruments Effective presents and signs of appreciation	Special Sales Law (Combined with HVJ)	CRM Report
10 October AD 13.09.2012 CD 20.09.2012 PD 12.10.2012	DKM , Dortmund, Germany (23-25.10.)	Human resources services Outsourcing sales services	Address databases Solutions for archiving customer data	Sales force control More time for the customer due to geo-marketing	Special Vehicle Fleet and Leasing (Combined with HVJ)	
11 November AD 11.10.2012 CD 18.10.2012 PD 09.11.2012		Web 2.0 sales The Internet as a customer management instrument	Business trips Tips for travel planning and accommodation	Bonus systems Motivation through bonuses	Special Fairs and Exhibitions (Combined with HVJ)	
12 December AD 16.11.2012 CD 23.11.2012 PD 14.12.2012		Annual target planning Effectively communicating and fixing sales targets	Webshops Optimisation potential for Internet sales	Customer databases Systems for fast and effective access		Industry ExtraPharmaceutical Industry
1/2 Jan. / Feb. 13 AD 21.12.2012 DD 07.01.2013 PD 25.01.2013		Route planning Efficient customer visits	Mobile business New technologies for sales teams	Call Centres For and against external services		

*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 / 788 – 226