

## DIRECTIONS >30

International Sales Meeting 2021, Rome Italy  
September 07 - September 10

### Arrival | Tuesday Sept 7th

<b>16:00</b>	<b>Individual Arrival</b>	
<b>18.30</b>	<b>Drinks on the roof-terrace of our hotel</b>	
<b>19.30</b>	<b>Joint Dinner at the restaurant "Antica Pesa"</b>	All

### Day 1 | Wednesday Sept 8th

08:30	Smart Start	
<b>09:00</b>	<b>Opening</b> <b>Motto: " viribus unitis"</b>	Th. Binder-Krieglstein / Andreas Pfneiszl
<b>09:30</b>	<b>The new Sales Unit Structure</b>	R.Nusszer, A. Jüttner, Richard Jäger
<b>09.45</b>	<b>GLASS</b>	Robert Nusszer
10:30	Break	
<b>11:00</b>	<b>CERAMICS &amp; SFU</b>	Alexander Jüttner
<b>11.45</b>	<b>METALS &amp; ENERGY, FUELS &amp; CHEMICALS</b>	Richard Jäger
12.30	Lunch	
<b>13.45</b>	<b>Supply Chain Mangement</b>	Harald Noppinger
<b>14.30</b>	<b>CRM News</b>	Th. Binder-Krieglstein
15:00	Break	
<b>15.30</b>	<b>Research &amp; Development</b>	Jürgen Puhl
16:30	End of Day 1	
<b>18.30</b>	<b>Joint Evening Event (24:00 official end)</b>	all

**Day 2** | Thursday Sept 9th

08:30	Smart Start	
<b>09:00</b>	<b>Opportunity-Management The Challenger Mindset</b>	Guest Speaker: Michael Wigge
10:30	Break	
<b>11:00</b>	<b>Strategic Customer Management, Opportunity Management and Marketing Campaigns</b>	Th. Binder-Krieglstein
12:00	Lunch	
<b>13:30</b>	<b>Break Out Sessions / Sales Units</b>	Sales Unit Teams
16:30	Energy Break	
<b>17:00</b>	<b>Presentation "Results &amp; Plans"</b>	Sales Unit Teams
17:30	End of Day 2	
	<b>Free Evening Activity</b> (nothing planned, everything's possible)	

**Day 3** | Friday Sept 10th

<b>08:30</b>	<b>Smart Start</b>	
<b>09:00</b>	<b>The Customers Voice</b>	Customers
<b>10.30</b>	<b>Plant updates</b>	Ingo Gruber
<b>11:00</b>	<b>Quo Vadis 2030</b> A closer look into the future of RATH	Andreas Pfneiszl
<b>11:45</b>	<b>Best Practice Award</b>	Andreas Pfneiszl
<b>12:15</b>	<b>What will I take home from this confernce</b>	All
12:45	Joint Lunch at the Hotel	All
14:15	End Of Conference	