

PRESS RELEASE

Association of the Musical Instrument and
Music Equipment Industry

Musikmesse Business Academy: Numerous prestigious speakers and das musikinstrument confirmed as media partner

Berlin, 09.03.2016 The Musikmesse and the SOMM – Society Of Music Merchants e. V. announce further details on the Business Academy inspired by SOMM. The organizer designates the first speakers and experts giving keynote and impulse speeches within the frameworks of the Business Academy, and confirm das musikinstrument (PPVMEDIEN GmbH) as media partner.

In the Business Academy inspired by SOMM (Hall 11.1), keynote and impulse lectures on different industry topics will be offered at the Musikmesse throughout the day. Experts will scrutinize core topics of the musical instrument and music equipment industry and report on key issues.

As prominent guest speakers and driving forces, the organizers Musikmesse and SOMM confirm, among others: **Filip Vojtech**, Senior Consultant GeoMarketing (GfK, Bruchsal); the Brand and Copyright Expert and Lawyer **Clemens Rasch** (Rasch Lawyers, Hamburg); the businessman and entrepreneur **Sebastian Diehl** (Diehl & Brüser Handelskonzepte GmbH, Düsseldorf); the PR guru **Michael Frohoff** (founder and CEO Kruger Media GmbH, Berlin); the sales and communication genius **Christoph Maier-Stahl** (Certified Pedagogue and Consultant KOMQuadrat GmbH, Mannheim); as well as the expert for Social Media Marketing **Philipp Thurmman** (Buddybrand GmbH, Berlin).

“The experience from numerous industry seminars has shown us that, with our choice of theme fields and experts, we reach all market participants. We want to implement that in the Musikmesse as well, in a more condensed time frame, and illustrate that with more than 30 lectures”, said Daniel Knöll, Managing Director of the industry association SOMM.

The sector magazine das musikinstrument will present the Business Academy inspired by SOMM in the Business Plaza (Hall 11.1). Within the frameworks of the cooperation, the publisher will guide as moderator through the offer of up-to-date advanced training and further education, editorially present the impulse speeches, workshops and keynote lectures daily in a newsletter, and report on the day in a recap. For the visitors, the Business Academy's extensive program will be enclosed as a leaflet in the issue 04/2016 of das musikinstrument, and will be additionally integrated into the official Messe newspaper Frankfurt daily. David M. Kramny, Marketing Director PPVMEDIEN GmbH, comments on the media cooperation: “With our voice for the trade, manufacturers and distributors, we are proud to support the Business Academy. It offers a great opportunity for

Hardenbergstraße 9a
D-10623 Berlin
T: +49 30 8574748-0
F: +49 30 8574748-55
E: somm@somm.eu

w3.somm.eu

Press Contact:
SOMM e. V.
Daniel Sebastian Knöll
T: +49 30 8574748-0
F: +49 30 8574748-55
E: d.knoell@somm.eu

networking and attending the interesting lectures.” Daniel Knöll welcomes the mutual work and says: “With the specialized industry magazine das musikinstrument, we have found a competent media partner for the Business Academy that has been established for years in the sector.”

Background:

This year, the Musikmesse (April 7–10, 2016), in cooperation with the SOMM – Society Of Music Merchants e. V., offers for the first time a comprehensive further education program for MI industry participants. Thereby, know-how and technical knowledge will be imparted to all industry participants, so as to strengthen their competitiveness in all market areas. For example, even small changes in the business strategy can already lead to sales success, or a good clarification to more safety and protection in the own company. The seminars, impulse speeches, workshops and keynote lectures are free of cost for professional visitors. Advance registration for the courses is not necessary.

More details on the Business Academy inspired by SOMM can be found at www.musikmesse.com/business