



Українська асоціація  
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Ukrainian direct marketing  
association



# **Distance selling in Europe: Developments, Trends, Strategies and Success Factors –**

**a 360° degree seminar**

***20 September 2010  
Kiev, Ukraine***

## Author and speaker profile:



**Dr. Bernd Vogt**

International Direct Marketing Consultant, Germany

Graduate of the Technical University of Berlin: undergraduate degree in industrial engineering and PhD in IMIS (Integrated Management Information Systems).

Started his career in Oetker Group, where he advanced from the position of Assistant General Manager to Director of Marketing/Sales of the Dr. Oetker Ice Cream and Frozen Food GmbH (During these years the introduction of the frozen Dr. Oetker Pizza took place, which has since has become No. 1 in Europe and the No. 1 product within the Oetker Group).

Since 1978 Dr. Vogt is a part of Otto Group Hamburg, where he had 20 of Director of Marketing experience and Group Development of the Otto Group worldwide. During this time, he strongly participated in building up the Otto Group nationally and internationally to make it the No. 1 mail order company worldwide.

In 2001 he gets the position of Board member, chief-coordinator and strategic consultant of the 3Suisse Group Lille (sister company of the OTTO Group).

Since 2006 he works as an International Direct Marketing Consultant and guest professor at 10 European Universities (in France, Germany, Switzerland and Austria).

Dr. Vogt cooperates with Siegrid Vogele Institut (research institution within Deutsche Post DHL that investigates and builds strategies in direct marketing and distance selling)

Born in Stuttgart, married, has 3 sons. His hobbies are travelling, reading, music, tennis and skiing.

## About the seminar (comment of Dr. Vogt)

"It will be a combination of theory and practice. I will start with an overview presentation of the distance selling market, what it consists of, who are the big players and what are the roles of catalogue on the one side and online shopping on the other side, what are the TV shopping and mobile shopping that are now getting a greater share on the distance selling market. And besides this overview, I am going to speak about very specific elements of the marketing strategy that lead to success. These are the targeting, brand and communications strategies. We will consider them very carefully to understand which part of your business should be on the catalogue basis and which should be on the online basis. And, finally, we will also discuss the customer-oriented sales and services strategy. We will have a very profound insight into all these factors. I have practical examples of all these strategy elements based on more than 30 years working experience within the Otto Group, an absolute worldwide leader on the distance selling market during the last two decades. This seminar will be useful for everyone who is involved and interested in the fascinating and growing market of distance selling."

## Details

<b>Date</b>	20 September 2010
<b>Venue</b>	Kiev, 10 G Starokievskaya Str., Vector Business Centre, A building, 4 <sup>th</sup> floor
<b>Language</b>	English (simultaneous translation into Russian)
<b>Price</b>	early payment before 30 August <b>250 €</b> payment after 30 August <b>300 €</b> price is VAT inclusive

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<http://www.dmdays.com.ua/event/11381>

## Program

### Part I: Helicopter view: The European Distance Selling Market

- 10:00 – 11:30
- The European distance selling market by definition and by development
  - The European-wide dramatic changes on the markets, consumers and competitors side
  - The continuous decline but still important relevance of catalogue-based mail-order business.
- 11:30 – 11:45 *Coffee break*
- 11:45 – 13:15
- The continuous growth of the internet-based online shopping business
  - Multichannel and one stop shopping business as current win win developments
  - Current perspectives of the European Distance Selling Marketing
- 13:15 – 14:00 *Lunch*

### Part II: Deep Dive: Marketing-strategic success factors to build up a hybrid customer-oriented distance selling business

- 14:00 – 15:00
- The right targeting, brand, and communication strategy
- 15:00 – 15:15 *Coffee break*
- 15:15 – 16:15
- The best possible offer strategy in a mix of catalogue and online business
- 16:15 – 16:30 *Coffee break*
- 16:30 – 17:30
- The main elements of a customer-oriented sales and service strategy
- 17:30 – 17:45 *Coffee break*

### Part III: Подведение итогов

- 17:45 – 18:00
- Written Test to revise the obtained knowledge

## Seminar organizers

**Ukrainian Direct Marketing Association (UDMA)** – voluntary, non-governmental, non-profit union aimed at market development in the area of direct, interactive and innovation marketing as well as distance selling in Ukraine.

Number of members – 26 companies.

Association objectives:

- development of DM services market and popularization of DM technologies in Ukraine;
- interests protection and support of direct, interactive and innovation marketing and distance selling market players

More detail at: [www.dmdays.com.ua](http://www.dmdays.com.ua) and [www.uadm.com.ua](http://www.uadm.com.ua)

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More information: <http://dhlglobalmail.com>, <http://sv-institut.de>