

AGENDA IMM 2024

DATE	TOPIC	TIME	SUBTOPIC	SPEAKERS / OWNERS	DURATION
Wednesday 11th Sept	LUNCH	12:00			1:00
	INTRODUCTION	13:00	Welcome & Agenda	A Challande	0:20
		13:20	Group Overview	B Chammas	0:40
		14:00	Internal Feed Backs (Sales, R&D)	P Convers + H Julien	0:15
		14:15	Marketing organisation / Marketing Priorities	A Challande	0:15
		14:30	Sustainability & Digital - Eiffage case	Bertrand Touzet (Eiffage)	0:40
	BREAK	15:10			0:15
	SUSTAINABILITY	15:25	Sustainability Targets & Initiatives	C. Maitre + W. Debus	0:10
		15:35	LCA / EPD	C. Maitre	0:10
		15:45	New Premium	S Boluda	0:10
		15:55	New Taraflex	N. Bonnet	0:10
	DIGITAL	16:05	Digital Plan : Objectives & Architecture	C Perrot	0:10
		16:15	PIM & Web : Road Map Deploy & Next Steps	M Pitrakian + A Le Chevalier	0:10
		16:25	Social Media Plan & Guidelines	B. Rapin	0:10
		16:35	How to help country marketing ? 3 new tools : My new asset library My new data export Copilot : my new marketing assistant	A Le Chevalier	0:15
		16:50	The new age of AI : the importance of content for marketing and SEO	Tom Glaivevitch / Virginie Poithier (Eskimoz)	0:30
	BREAK	17:20			0:15
COUNTRY TRADESHOW X16	17:35	16 tables	Country Marketing	2:00	
DINNER	19:35				

Thursday 12th Sept	BREAKFAST	7:30			1:00
		8:30	Welcome & Agenda	A Challande	0:05
	DESIGN	8:35	Design Trends	H Berenger / G Venturelli	0:20
		8:55	Communication Guidelines	H Berenger / T Otton	0:15
		9:10	New LVT collections	W Godard	0:20
	PRODUCT	9:30	Product Plan 2024-25	H Berenger / W Godard / V Delanoe / N Bonnet	0:20
		9:50	Rationnalisation Plan - Project	B. Lahalle	0:15
	BREAK	10:05			0:10
	PRODUCT TRADESHOW X 11	10:15	Linoleum	P Van den Bogert	0:15
		10:30	Homogenous / ESD	V Delanoe	0:15
		10:45	Premium	S Boluda	0:15
		11:00	Taraflex	N Bonnet	0:15
		11:15	Safeties / Shower / Wall	B. Brossat	0:15
		11:30	LVT - Senso & Promotional ranges	W. Godard	0:15
		11:45	LVT - Creation & Looselay	N. Zonfrillo	0:15
		12:00	Tech Tiles	M Pitrakian	0:15
		12:15	LVT - Acoustic offer	H Berenger / C Alary	0:15
		12:30	SPM Wall Protection	S Laporte	0:15
		12:45	Dinac / Romus	HEINRY Yannick / MARTIN Jean-Baptiste	0:15
	LUNCH	13:00			1:15
	SEGMENT	14:15	Retail Segment : how to improve market knowledge to identify sub segment opportunities	C. Picolet	0:20
14:35		Healthcare : How to position Gerflor as a partner of Healthcare designers ? Example of Dementia & Design expertise	E. Berteau	0:20	
14:55		Residential : Think about the end user journey & be more succesful in your future product launches	JL. Castelnau	0:20	
TEAM BUILDING	15:00	Break - hotels		0:45	
	15:45	Transfert bus		0:30	
	16:15	Team Building		2:30	
	18:45	Transfert		0:30	
DINNER	19:15	Restaurant - L'Estivan		0:30	

Friday 13th Sept	BREAKFAST	7:00			1:00
	WORKSHOPS X 4	8:00	DIGITAL Presentation, demo and Q&A about new DAM Plaform.	C Perrot / C Norde / A Le Chevalier	1:00
		9:00	CREATION LAUNCH PLAN Preparation of Creation 2025 launch plan by country. Initiatives and S&A requirements / country ?	W Godard / N Zonfrillo	1:00
		10:00	PRODUCT LAUNCH ROLL OUT How can we speed up product launch roll out and time to market ? From a country marketing point of view, what are the brakes ? Recommended actions ? Examples : Revela, R-Tek & Taralay Emotion)	H Berenger / M Pitrakian	1:00
		11:00	SUSTAINABILITY / EPD EPD practice session : analyze in detail our EPD results for new Premium and Taraflex with bio content. Compare against non-bio versions and define argumentation against competitive EPDs.	C Maitre / P du Sartel	1:00
	LUNCH	12:00			1:30
	FACTORY VISIT	13:30	Darby / Derek / Rahaf / Jiri / Silvia / Simon ? Stefanie > am ? due to flight	L Schneider	3:00
		16:30			
DINNER					

Saturday 14th Sept	GERFLORIADES				
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