

AGENDA IMM 2024

DATE	PLACE	MEETING FORMAT	ORGA check	NB PERS	TOPIC	TIME	SUB TOPIC	SPEAKERS / OWNERS	DURATION
Wednesday 11th Sept	Trusquin	Lunch	1 végété + 3 halal / remise étiquettes nominatives à l'entrée	50	LUNCH	12:00			1:00
	Trusquin	Theatre	matériel sono / présentation	50	INTRODUCTION	13:00	Welcome & Agenda	A Challande	0:20
	Trusquin	Theatre	chaises en théâtre pour 70	50		13:20	Group Overview	B Chammas	0:40
	Trusquin	Theatre	distribution des casquettes ?	50		14:00	Internal Feed Backs (Sales, R&D)	P Convers + H Julien	0:15
	Trusquin	Theatre	eau dans la salle en permanence	50		14:15	Marketing organisation / Marketing Priorities	A Challande	0:15
	Trusquin	Theatre	installation affichettes QR infos	50		14:30	Sustainability & Digital - Eiffage case	Bertrand Touzet (Eiffage)	0:40
	Trusquin	Theatre		50	BREAK	15:10			0:15
	Trusquin	Theatre		50	SUSTAINABILITY	15:25	Sustainability Targets & Initiatives	C. Maitre + W. Debus	0:10
	Trusquin	Theatre		50		15:35	LCA / EPD	C. Maitre	0:10
	Trusquin	Theatre		50		15:45	New Premium	S Boluda	0:10
	Trusquin	Theatre		50		15:55	New Taraflex	N. Bonnet	0:10
	Trusquin	Theatre		50	DIGITAL	16:05	Digital Plan : Objectives & Architecture	C Perrot	0:10
	Trusquin	Theatre		50		16:15	PIM & Web : Road Map Deploy & Next Steps	M Pitrakian + A Le Chevalier	0:10
	Trusquin	Theatre		50		16:25	Social Media Plan & Guidelines	B. Rabin	0:10
	Trusquin	Theatre		50		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
	Trusquin	Theatre		50		16:50	The new age of AI : the importance of content for marketing and SEO	Tom Glaigeitch / Virginie Poithier (Eskimoz)	0:30
	Trusquin	Theatre	installation des pays + drapeaux	50	BREAK	17:20			0:15
Trusquin	16 tables + 16 mange-debout	16 tables + 16 mange-debout à l'extérieur autour de la cour 1 verre par personne qu'ils conservent		COUNTRY TRADESHOW X16	17:35	16 tables	Country Marketing	2:00	
Domaine des Oliviers	Diner	plancha + boisson pour compléter (1 végété + 3 halal)	50	DINNER	19:35				

Thursday 12th Sept	Domaine des Oliviers	Breakfast	transfert au Trusquin en voiture	40	BREAKFAST	7:30			1:00
	Trusquin	Theatre		50	DESIGN	8:30	Welcome & Agenda	A Challande	0:05
	Trusquin	Theatre		50		8:35	Design Trends	H Berenger / G Venturelli	0:20
	Trusquin	Theatre		50		8:55	New LVT collections	W Godard / G Venturelli & E Epelly	0:15
	Trusquin	Theatre		50		9:10	Communication Guidelines	H Berenger / T Otton	0:20
	Trusquin	Theatre		50		9:30	Product Plan 2024-25	H Berenger / W Godard / V Delanoe / N Bonnet	0:20
	Trusquin	Theatre		50	PRODUCT	9:50	Rationalisation Plan - Project	B. Lahalle	0:15
	Trusquin	Theatre	sucré à l'extérieur	50	BREAK	10:05			0:10
	Trusquin				PRODUCT TRADESHOW X 11	10:15	Linoleum	P Van den Bogert	0:15
	Trusquin					10:30	Homogenous / ESD	V Delanoe	0:15
	Trusquin					10:45	Premium	S Boluda	0:15
	Trusquin					11:00	Taraflex	N Bonnet	0:15
	Trusquin					11:15	Safeties / Shower / Wall	B. Brossat	0:15
	Trusquin					11:30	LVT - Senso & Promotional ranges	C. Papot Liberal	0:15
	Trusquin					11:45	LVT - Creation & Looselay	N. Zonfrillo	0:15
	Trusquin					12:00	Tech Tiles	M Pitrakian	0:15
	Trusquin					12:15	LVT - Acoustic offer	H Berenger / C Alary	0:15
	Trusquin					12:30	SPM Wall Protection	S Laporte	0:15
	Trusquin				12:45	Dinac / Romus	HEINRY Yannick /MARTIN Jean-Baptiste	0:15	
	Trusquin	Lunch	buffet extérieur	50	LUNCH	13:00			1:15
	Trusquin				SEGMENT	14:15	Retail Segment : how to improve market knowledge to identify sub segment opportunities	C. Picolet	0:20
	Trusquin					14:35	Healthcare : How to position Gerflor as a partner of Healthcare designers ? Example of Dementia & Design expertise	E. Berteau	0:20
Trusquin				14:55		Residential : Think about the end user journey & be more succesful in your future product launches	JL. Castelnau	0:20	
Out		départ 16h du Trusquin + 1 ou 2 voitures ?	50	TEAM BUILDING	15:00	Break - hotels		0:45	
Out	Team Building	espace pour se changer > TBC	50		15:45	Transfert bus		0:30	
Out		bus à 18h30	45		16:15	Team Building		2:30	
Out	Diner	transfert vers les 2 hôtels à 22h30 + photo de groupe	45	DINNER	18:45	Transfert		0:30	
Out					19:15	Restaurant - L'Estivant		0:30	

Friday 13th Sept	Domaine des Oliviers	Breakfast		15	BREAKFAST	6:30	RV 07h30 Accueil Hotel		1:30
	Chardonnay	Workshop	thermos café (cantine) + eau	5	WORKSHOPS X 4	8:00	DIGITAL Presentation, demo and Q&A about new DAM Plaform.	C Perrot / C Norde / A Le Chevalier	1:00
	St Paul - Floorthèque / salle	Workshop		5		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
	bureau Gino	Workshop		5		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 / S Boluda / V Delanoe	1:00
	Tavel	Workshop		5		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
	St Paul	Canteen	badges pour personnes de l'extérieur à l'accueil		LUNCH	12:00			1:30
	St Paul	Factory visit		5	FACTORY VISIT	13:30	Darby / Derek / Rahaf / Jiri / Silvia / Simon ? Stefanie > am ? due to flight / Basma / Ghita	L Schneider	3:00
	St Paul	Diner	Douglas			16:30			
St Paul	Night		15	DINNER					

Saturday 14th Sept	Domaine des Oliviers		transfert en voiture individuelle	15	GERFLORIADES				
	Gerfloriades	Games		15					