

Connecting Global Competence



# 2021 UFI Marketing Award

Messe München. June 08, 2021

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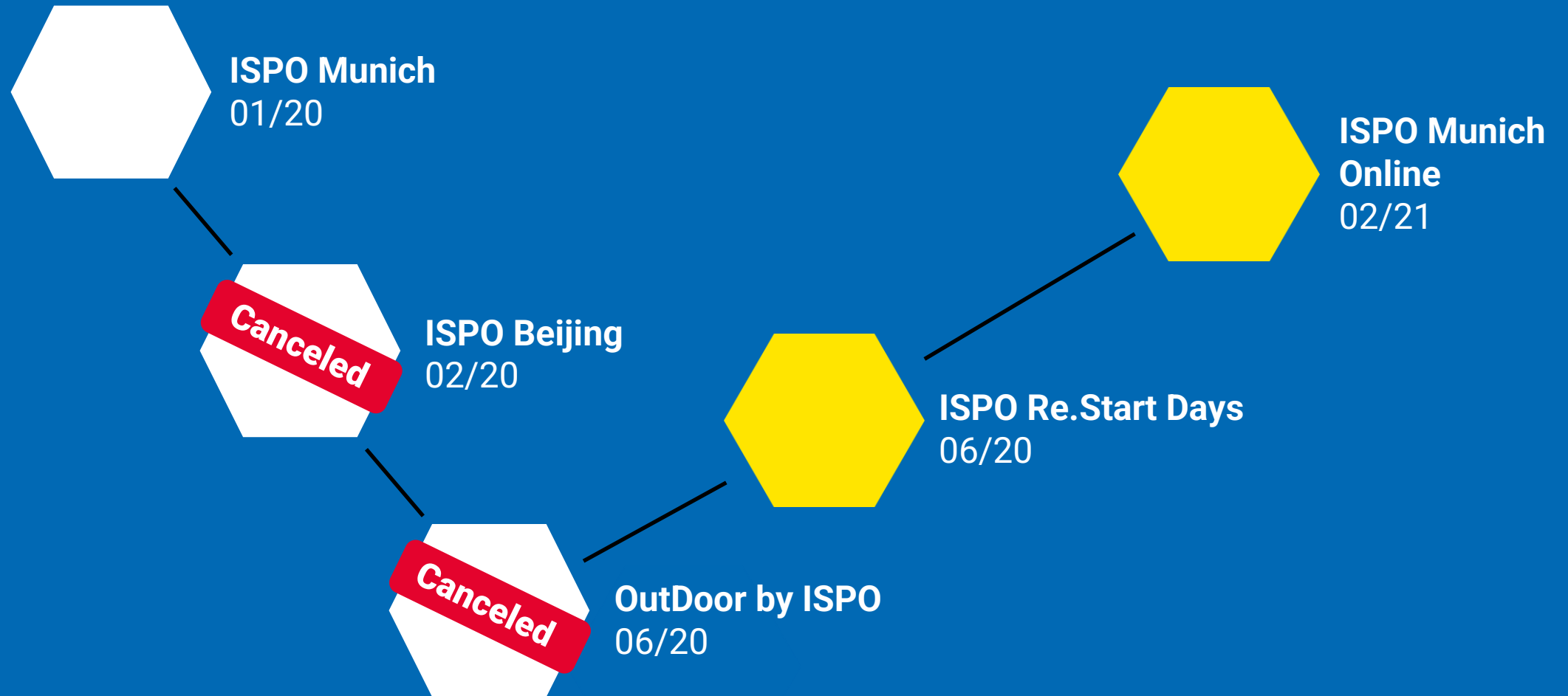
# **ISPO Munich 2020.**

## **The last show before lock-down.**

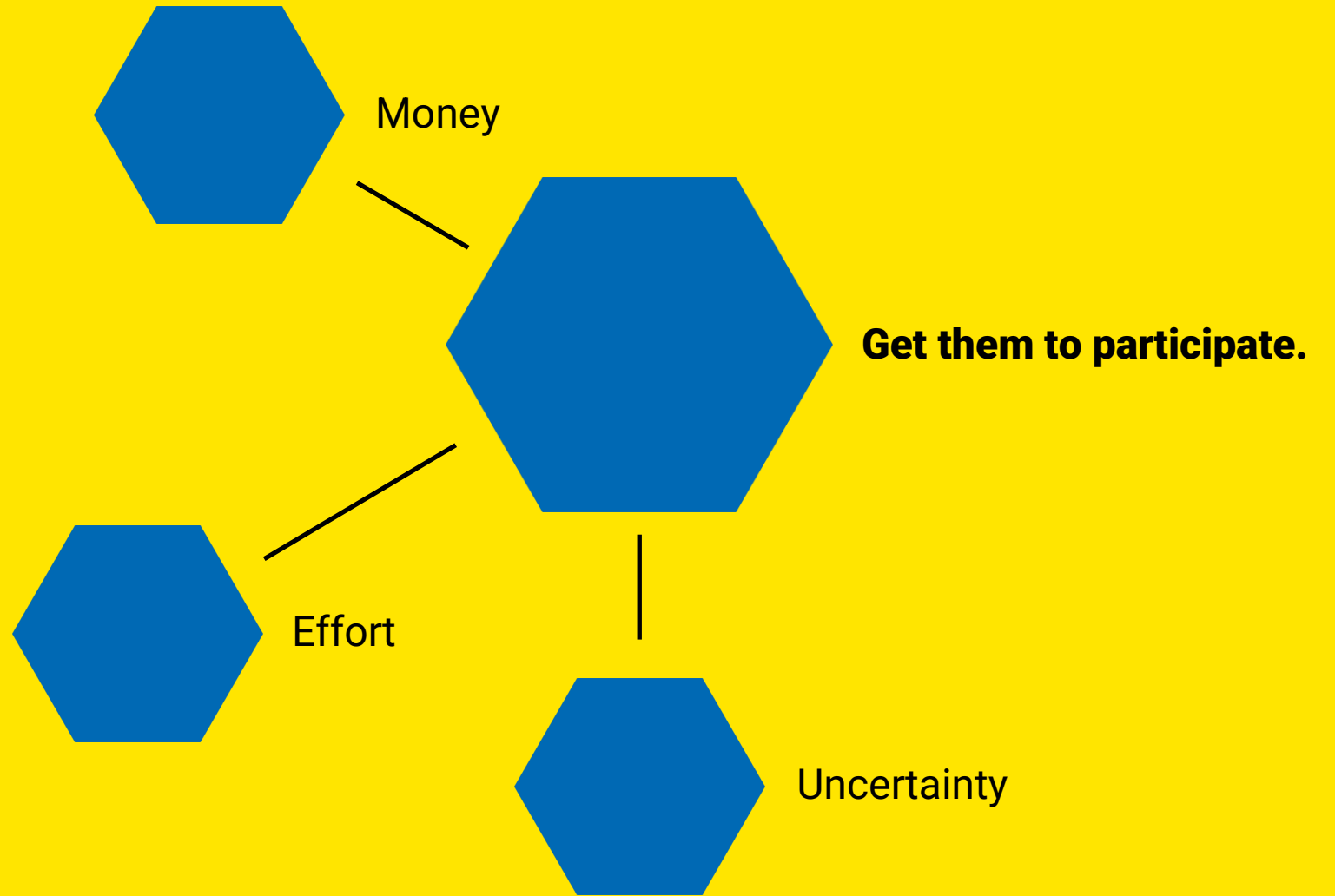




# The shift to online.



# Key challenge:



**ISPO Munich Online.**

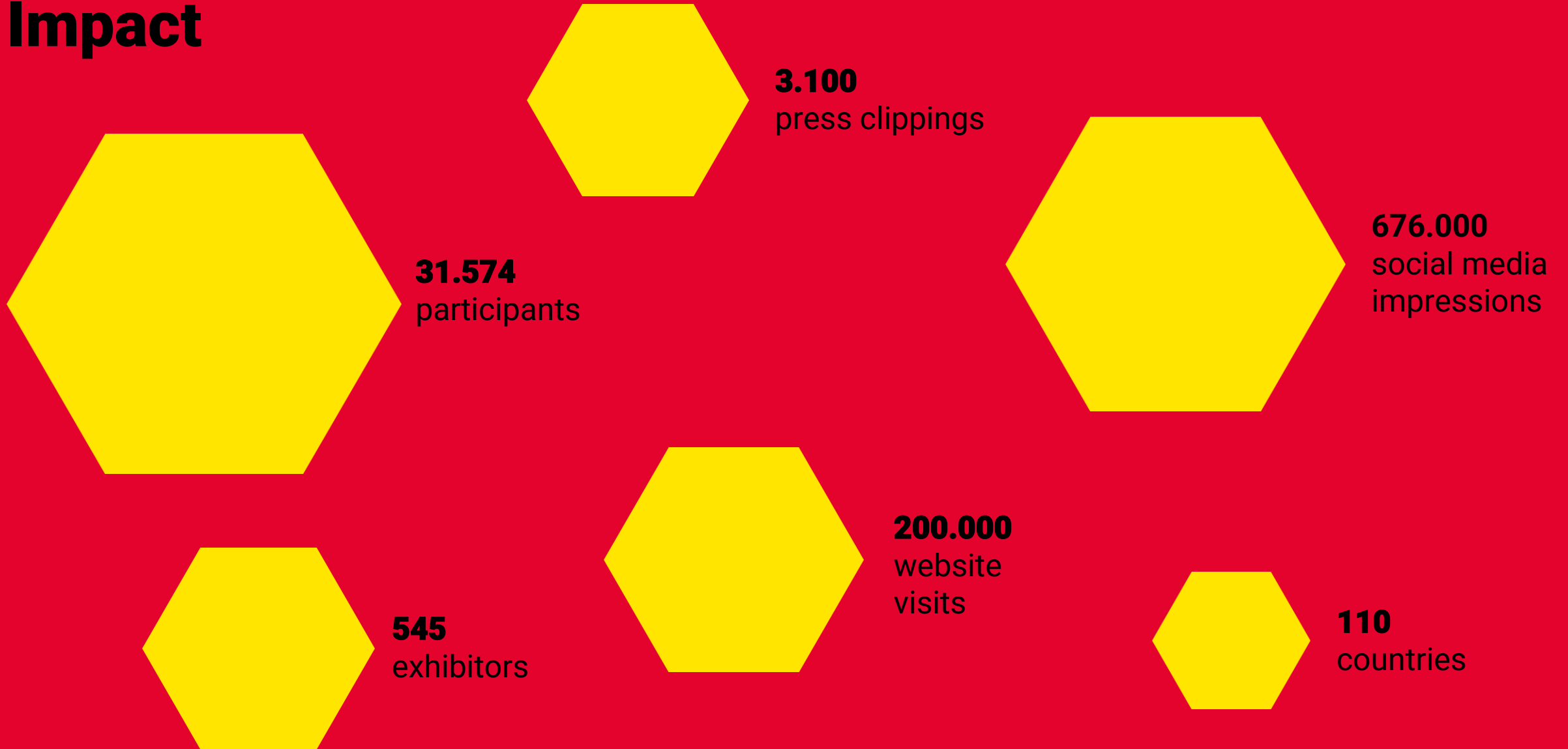
**The all-digital event for sport business professionals.**



A man with short dark hair, wearing a bright red button-down shirt under a black blazer, stands on a modern balcony. He is smiling and has his tongue slightly out. The balcony has a glass railing with a metal handrail. In the background, there is a large white wall with the text "ISPO. Accelerating Sports." and a staircase with a glass railing. To the right, there are framed sports photographs on the wall. Large windows on the left side of the balcony offer a view of a modern building and some trees outside.

**ISPO.**  
**Accelerating**  
**Sports.**

# Impact





# Impact

” The first digital ISPO Munich was an excellent opportunity for us to show how we use digitalization to present our brand and the focus topics of sustainability, digitalization, innovation and quality. “

Dr. Oliver Pabst, CEO Mammut Sports Group

” With going digital, ISPO helped us make the best out of a new situation. We're going home with some quality orders and leads. “

David Ekelund, CEO Icebug

” In this challenging and unprecedented time, it is important to us to continue to work closely with our partners and stay connected to our community. The digital ISPO 2021 provided an ideal platform for this. “

Richard Collier, CEO Jack Wolfskin

## Learning 1

In communication:  
**Boldness** first,  
**Precision** second.



## Learning 2

Dare to ask.  
**Keep it simple, break it down.**  
Don't make them think.





## Learning 3

# The last mile counts: **Deliver relevant content.** **Deliver it smart.**

Average  
Registrations/day

Time

2-6 weeks before the event.

7 Days before the  
event.

1<sup>st</sup>  
event  
day

Remaining  
4 event days.

Last call mailing:  
46% opening rate  
3,6% conversion



## Learning 4

# Communicate a mix of everything.

> 17.000 follower

+60% follower  
from last show



ISPO  
17,183 followers  
4mo • 🌐

"Join me on Friday to learn more about icebreaker's commitment to become **#plasticfree**, and champion the **#movetonatural!**" – **Julian Lings**, Senior **#sustainability** manager.

Don't miss the masterclass "Plastic free by 23", tomorrow 12:00–12:30 at **#ISPOmunich** Online!



## Learning 5

Pitch your  
~~show~~ **content**  
to the media.





## Learning 6

# There is a relationship between content and sales.

//ispo.com

PROMOTION | 02/04/2021

Interview with CR Manager Alice Martin

### How Mammut wants to raise awareness for climate protection and greater sustainability.

Alice Martin has been working as Corporate Responsibility Manager at Mammut since 2019. Her focus is on the environmental and social challenges facing an outdoor company. In this interview, she explains Mammut's sustainable corporate goals and why the Swiss company is particularly committed to preserving glaciers.



The Aletsch Glacier is the largest and longest glacier in the Alps.

Image credit: Mammut Sports Group AG, Thomas Senf

//linkedin.com



MAMMUT Sports Group AG

44,525 Follower

4 Monate · Bearbeitet

«People should realize that they are part of the solution. We want to make them aware of this and support them in finding a solution. That is the goal of Together for Glaciers.» – [Alice Martin](#), Corporate Responsibility Manager at Mammut, talks in this interview about Mammut's "Together for Glaciers" movement, about the ecological and social challenges outdoor companies are facing and how Mammut contributes to a global solution. Click on the Link below to read the full interview.

Learn more about our initiative at today's ISPO masterclass "Together for Glaciers" at 13h30. Access via Zoom: <https://lnkd.in/d9Q5KMr>  
[#mammutswiss1862](#) [#sustainability](#) [#climateprotection](#) [#ISPOmunich](#)



## Learning 7

**Communicate.**  
~~Even~~ especially  
while you are busy  
running the event.





Learning 7(.5)

# Group hug





Thank you!



**Messe München**