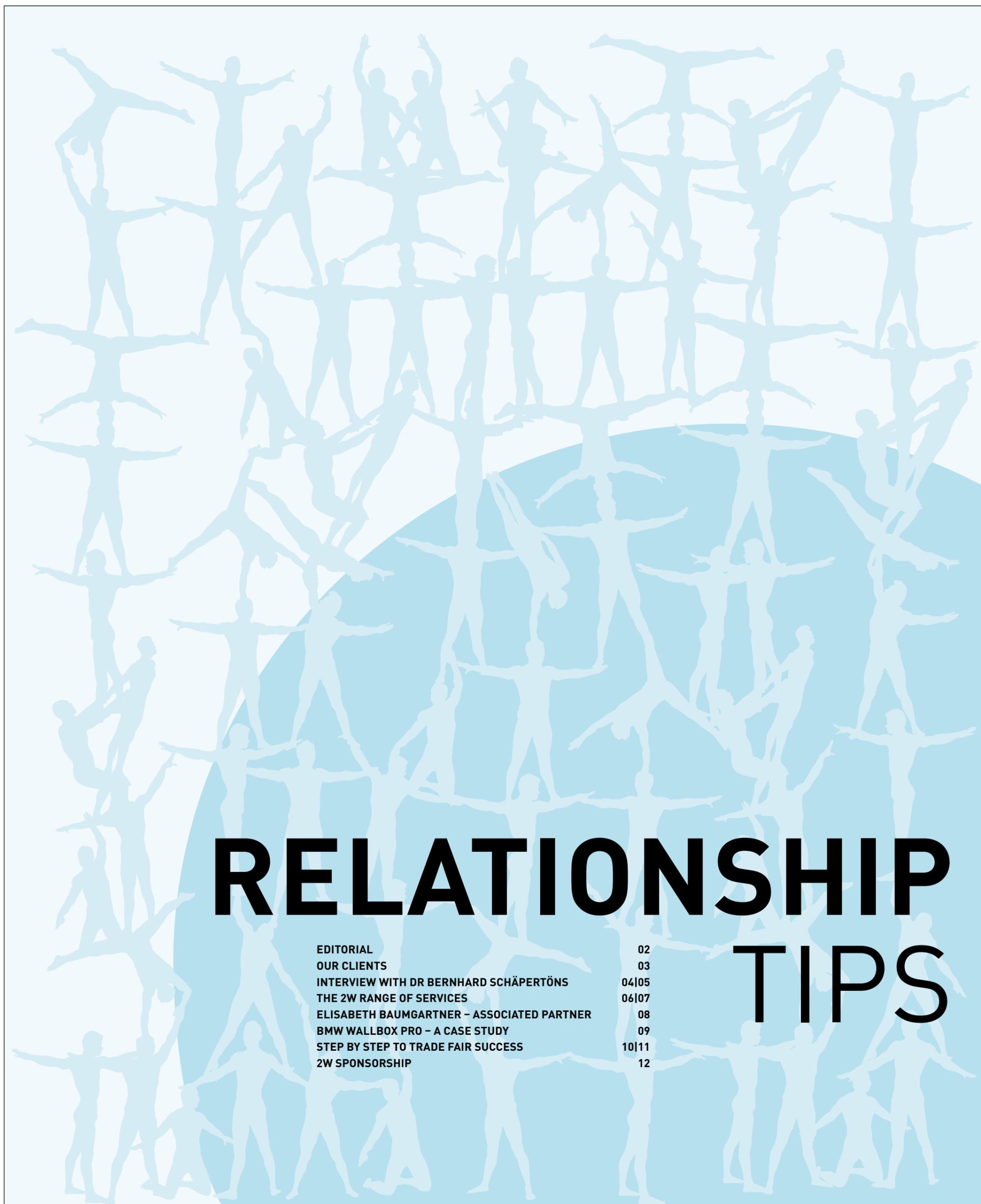




Technology  
above and beyond.



# RELATIONSHIP TIPS

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# TYING THE BUSINESS KNOT

As a company, 2W enters into a relationship with its clients and partners. And we work at it. Just like a marriage. But we don't have to be monogamous when it comes to business. Quite the opposite – 2W's network is made up of a variety of long-term relationships, with which we are able to cover a wide range of expertise: **2W's associated partners.**

In this era of social media, Facebook and XING the term "relationship management" can seem a little unwieldy but, at its core, it does describe the key element of successful networking: the trusting relationship between people whose aim is to apply personal experience and commitment to a common cause.

2W's success story is an impressive example of applied, intensive and trustful relationship management. Our many long-term clients, business partners and employees are the best proof of this.

We manage our relationships based on the quality awareness so typical of 2W, which leaves no room for superficial "business card collection Olympics". We have chosen the far more difficult path: our authenticity and unerring, in-depth care allow lasting relationships and valuable business contacts to grow from successful joint projects, creating long-standing win-win situations for everyone involved. Respect and bonds generally need time to form a solid foundation for joint projects.

Our network partners work internally and externally, as sparring partners with constructive criticism, as experts, specialists, sponsors, mentors, stabilisers and sources of impetus and ideas. Change and transformation in particular, the latter being one of the few constants in our industry, are what motivate us to consistently analyse changing client needs and to look at the much-cited "bigger picture".

Our clients and partners are part of the 2W network and benefit from our unique combination of opportunity-based entrepreneurship and pragmatic implementation. Flexibility and high availability of the right skills mean we are able to cover the entire spectrum of functionally, methodologically and instrumentally sophisticated technical communications, language services and graphics as well as agency and consultancy services.

With more than 150 employees and a strong network, 2W represents guaranteed development and implementation as the basis for a long-term collaboration on projects with all kinds of challenges and levels of difficulty.

What does the 2W network look like in practical terms? Take a look at the bigger picture and be inspired by the experiences of our long-term network partners Dr Bernhard Schäpertöns and Elisabeth Baumgartner. Does anything sound familiar?

How do networks function in practice? Are expectations met, is the desired added value achieved? It's about trust and short pathways on all sides – key prerequisites for the success of ambitious projects under considerable time pressure. Our case study with our partner, RE'FLEKT, provides some interesting ideas.

Happy reading!

Michael Süßl



# THE HEART OF OUR NETWORK

## OUR CLIENTS

03 # 1.2015

360plus Design GmbH, Munich | 7seas Global Content Management GmbH, Munich ● A.T. Kearney GmbH, Munich | ACR GmbH, A-Laakirchen | ADVERMA Advertising & Marketing GmbH, Rohrbach | Agentur 22 Werbe GmbH, Munich | AGROB BUCHTAL GmbH, Schwarzenfeld | Albert Kerbl GmbH, Buchbach | Alfred Kärcher GmbH & Co. KG, Winnenden | AL-KO Geräte GmbH, Kötz | ALPINA Burkard Bovensiepen GmbH & Co. KG, Buchloe | Ammann AG, CH-Tägerwilen | Annaburger Nutzfahrzeug GmbH, Annaburg | appell Werbung GmbH, Munich | ARGO-HYTOS GmbH, Kraichtal-Menzingen | ARRI Arnold & Richter Cine Technik GmbH & Co. Betriebs KG, Munich | Asperium, Munich | AssetMatrix GmbH, Munich | AVA-Huep GmbH u. Co. KG, Herrsching | AVERMANN Maschinenfabrik | AZUR Solar GmbH, Leutkirch ● BAT Maschinenbau GmbH, Meinerzhagen | Bauer Kompressoren GmbH, Munich | becc agency GmbH, Munich | Belfor Europe GmbH, Duisburg | Beltron GmbH, Rödermark | Betty Barclay GmbH & Co. KG, Nußloch | BLANCO CS GmbH + Co. KG, Oberderdingen | Blue Hive GmbH, Düsseldorf | BMC Trading AG, CH-Grenchen | BMR Gastronomie GmbH, Munich | BMW AG, Munich | BMW Motorrad, Munich | BMW North America LLC, Montvale | Bolenz & Schäfer GmbH, Biedenkopf-Eckelshausen | BrainLAB AG, Feldkirchen | Brandstock AG, Munich ● CANTUS Media GmbH, Munich | Chronoswiss AG, CH-Lucerne | Claas KgaA mbH, Harsewinkel | Combera GmbH, Munich | conntronic Prozess- und Automatisierungstechnik GmbH, Augsburg | Cycling Sports Group, CH-Basel ● Daimler AG, Stuttgart | Dassault Systèmes Deutschland GmbH, Stuttgart | Deutsche Lichtmiete GmbH, Oldenburg | Deutsche Steinzeug Cremer & Breuer AG, Alfter-Witterschlick | Deutsche Welthungerhilfe e.V., Bonn | DIENES Apparatebau GmbH, Mühlheim | Dr. Hönl AG, Gräfelfing | Dr. Ing. h.c. F. Porsche Aktiengesellschaft, Stuttgart-Zuffenhausen | Dr. Sasse AG, Munich | Dr. Willi Knoll GmbH & Co. KG, Krumbach | DT Swiss AG, CH-Biel ● Eberhard Faber Vertrieb GmbH, Stein | Eiffage Rail GmbH, Bochum | ELHA-Maschinenbau Liemke KG, Hövelhof | ELWA Elektrowärme Munich A. Hilpoltsteiner GmbH & Co. KG, Maisach | Emanate GmbH, Munich | Eugen Metzger GmbH, Bogen | Expert Communication Systems, Haar ● Faber-Castell AG, Stein | Falk Tacke GmbH, Hameln | Fashion Communications GmbH, Munich | fischerAppelt relations GmbH, Hamburg | Flad & Flad Communication GmbH, Heroldsberg | Föckersperger InTrac GmbH, Aurachtal-Münchaurach | Format D GmbH, Munich | FronTone GmbH, A-Feldkirchen ● GALVATEK S.A.S., FR-Bonnières-sur-Seine | GESER Fahrzeugbau AG, CH-Lucerne | GFT Innovations GmbH, St. Georgen | GFT Technologies AG, Stuttgart | Graf + Cie AG, CH-Rapperswil | Grass Roots Germany GmbH, Düsseldorf | GÜNTHER Maschinenbau GmbH, Dieburg ● Häberlein & Maurer AG, Munich | HABRAMA GmbH, Erbach | Hakuodo Deutschland GmbH, Munich | hawo GmbH, Obrigheim | HEAT Wärmetechnische Anlagen GmbH, AT-Biedermansdorf | Heimat Werbeagentur GmbH, Berlin | Heinrich Walter Bau, Borken | HEPPAN Transportgeräte GmbH, Augsburg | Herzschatz Werbeagentur GmbH, Munich | HOBART GmbH, Offenburg | HOCHTIEF Aktiengesellschaft, Essen | Höfer & Bechtel GmbH, Mainhausen | Honda Motor Europe (North) GmbH, Offenbach | Humbaur GmbH, Gersthofen ● INMATEC Gase Technologie GmbH & Co.KG, Herrsching | InnoSenT GmbH, Donnersdorf | insoft GmbH, Großmehring | Interone GmbH, Munich | J. Ochsner AG, CH-Urdorf | It's Live! Advertising GmbH, Munich ● Jost-Werke GmbH, Neu-Isenburg ● Kappa optronics GmbH, Gleichen | KAMAG Transporttechnik GmbH & Co. KG, Ulm | Kärcher Futuretech GmbH, Schwaikheim | kawomedien GmbH, Munich | Kneifel Krause Kube Werbeagentur AG, Munich | Knesebeck Verlag, Munich | Knorr-Bremse AG, Munich | Kögel Trailer GmbH & Co. KG, Burtenbach | Krings Media, Munich | Kuhn Rechtsanwälte, Munich | Kutter- und Gerätebau Wetter GmbH, Biedenkopf-Breidenstein ● L. Kellenberger & Co. AG, CH-St. Gallen | Langmatz GmbH, Garmisch-Partenkirchen | LEHNER Agrar GmbH, Westerstetten | Lenzing Technik GmbH | A-Lenzing | Maag Pump Systems AG, CH-Oberglatt | Lieberr-Hydraulikbagger GmbH, Kirchdorf/Ilser | LimnoTec Abwasseranlagen GmbH, Hille | Lissmac Maschinenbau und Diamantwerkzeuge GmbH, Bad Wurzach | LLR, Hamburg ● MAN Truck & Bus AG, Karlsruhe and Nuremberg | Maria Galland GmbH, Munich | Matratzen Factory Outlet AG, Elsdorf | Matrix Elektronik AG, CH-Ehrendingen | MBFZ toolcraft GmbH, Georgensgmünd | Merida & Centurion Germany GmbH, Magstadt | Minth GmbH, Unterschleißheim | MovieTech AG, Munich ● Neo@Ogilvy GmbH, Düsseldorf | NVIDIA Corporation, Santa Clara, CA ● OCÉANO Reisen GmbH & Co. KG, Munich | Ochs Schmidhuber Architekten, Munich | Ogilvy & Mather Advertising GmbH, Düsseldorf | OgilvyAction, Düsseldorf | ORT Medienverbund GmbH, Krefeld | ORT Studios GmbH, Munich ● PACT MANAGEMENT GmbH, Munich | Paul Nutzfahrzeuge GmbH, Passau | PEIKER Acoustic GmbH & Co. KG, Friedrichsdorf im Taunus | Plan.Net concept GmbH & Co. KG, Munich | Porzellanfabriken Christian Seltmann GmbH, Weiden i. d. Oberpfalz | Precisa Gravimetrics AG, CH-Dietikon | Prematic AG, CH-Affeltrangen | Primus AG, CH-Binningen | Profile Media GmbH & Co. KG, Munich | PSM Projekt System & Management GmbH, Kassel | PUBLICIS, Munich | Rathgeber GmbH & Co. KG, Oberhaching ● Red Bud Industries, Red Bud, IL | RIEDEL Communications GmbH & Co. KG, Wuppertal | RIEDEL Networks GmbH & Co. KG, Butzbach | Rodenbach Apparatebau GmbH, Bergisch-Gladbach | Rolf Benz AG & Co. KG, Nagold | Runze & Casper Werbeagentur GmbH, Berlin ● SAINT ELMO'S Campaign GmbH, Munich | Salon Deluxe Werbeagentur GmbH, Cologne | SCHEUERLE Fahrzeugfabrik GmbH, Pfedelbach | Schindler Aufzüge AG, CH-Ebikon | Schneeberger GmbH, Höfen/Enz | Schneider Electric GmbH, Ratingen | Scout24 Holding GmbH, Munich | SEAT S.A., Martorell, Spain | Securenet GmbH, Munich | serviceplan campaign 1 GmbH, Munich | SES Platform Services GmbH, Unterföhring | Siemens AG Industry Sector, Nuremberg | Siemens Restraint Systems GmbH, Alzenau | SinnerSchrader Deutschland GmbH, Hamburg | Söllner Communications AG, Munich | Sommer Anlagentechnik GmbH, Altheim | Staedtler Mars GmbH & Co. KG, Nuremberg | Storymaker GmbH, Tübingen | Studio 9 GmbH, Dornach | Sturm Maschinen- & Anlagenbau GmbH, Salching | Subaru Deutschland GmbH, Friedberg | Synchor e.K., Buchbach ● Tafel mit Kollegen, Düsseldorf | Tischer GmbH, Kreuzwertheim | TOMRA Sorting Solutions, Wedel | Tourismus-Service Scharbeutz, Scharbeutz | TOYOTA Deutschland GmbH, Cologne | typobier! Satz + Druck GmbH, Munich | TypoData GmbH, Pfaffenhofen an der Ilm ● User Interface Design GmbH, Munich ● VALEO Speed Controller (VSC) Telma SA, Germany Branch Office, Pleidelsheim | Villeroy & Boch AG, Mettlach ● W. L. Gore & Associates GmbH, Putzbrunn | W4 Services GmbH, Dresden | WashTec Cleaning Technology GmbH, Augsburg | Watson Gloves Ltd., Burnaby, BC, Canada | Webasto SE, Stockdorf | Wellington Partners Verwaltungs GmbH, Munich | Werner Weitner GmbH, Eichstätt | Wolf GmbH, Berlin | Wunderhaus GmbH, Munich | Wunderman GmbH, Cologne ● xbAV GmbH, Munich | Xella International GmbH, Duisburg ● Zalando AG, Berlin | Zeppelin Baumaschinen GmbH, Garching/Hochbrück | zereven design Studio für Markeninszenierung GmbH, Augsburg

# COMPLEMENTARY SKILLS

Interview with Dr Bernhard Schäpertöns

Consistent networking is a prerequisite for business success – especially in the building design industry. So says a man who should know: our long-standing network partner Dr Schäpertöns from BPR Dr. Schäpertöns + Partner. BPR's and 2W's skills complement each other in the fields of construction and interior design consulting and marketing.

**Dr Schäpertöns, how important is networking, in the sense of linking people, companies and partners, for you personally and for your industry?**

In the construction design industry, business thrives on personal contacts. It ultimately comes down to alerting potential prospects and clients to our company and services. After getting to know each other, affinity plays an extremely important role. But it's all very relaxed here. You have to give nature a chance, first of all. We offer our services as an expert partner, but we don't harp on about it too much. On the other hand, of course, this means we need a good deal of patience. It can sometimes take up to 10 years for an initial contact to become a contract. But it's worth it then.

**What added value does consistent networking offer you?**

**Are there measurable results?**

I measure our success very definitely by the number of first orders. Since our inception 9 years ago, we have constantly gained new clients and the number of first orders was naturally extremely high.

**And the repurchase rate?**

I would say our customer satisfaction rate is 101%. You can't really measure it. You can get a really good feel for whether a client is happy. Our collaborations always start with a good deal of mutual confidence, which is also due to the aforementioned affinity. Our job is then to justify this confidence with our work. We usually succeed quite well.

**Do you differentiate between a contact and a relationship?**

Yes, very much so. A contact hasn't yet been evaluated. It's relatively neutral. A relationship involves a kind of positive quality. My network consists of around 2000 people. That includes some casual contacts and of course the long-term relationships I mentioned before, which serve as a foundation.

**Do you think that companies today can be successful without consistently building up collaborations and networks of partners?**

In our building design industry, there is no success without consistent networking.

**What do you think of collaborations in this context – be they within the industry or outside it?**

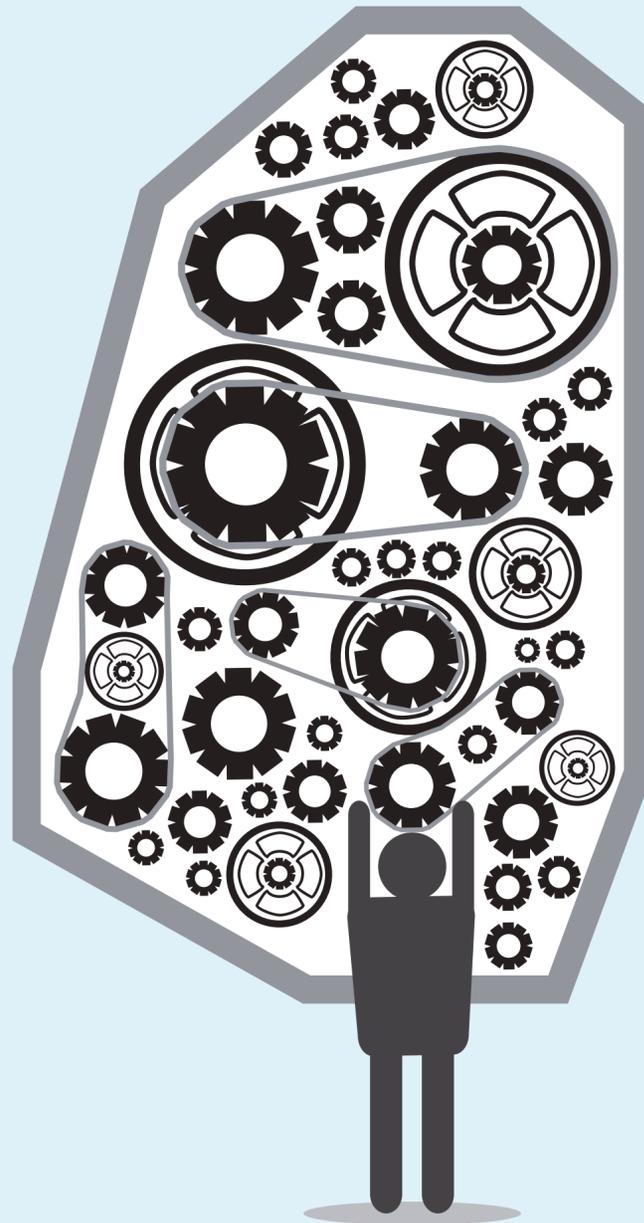
Collaborations make sense and are also necessary for some projects. You always have to keep the issue of knowledge transfer in mind, of course. You simply can't avoid knowledge being shared from A to B in a joint project. It is better, and I'm being completely honest, if you go it alone. Or you collaborate with companies who have precisely what you don't yet have. We don't usually collaborate with companies from outside the industry, but I'm not saying that an exchange in a suitable framework would not leave room for new ideas or new perspectives.

We hold a big summer festival once a year on our premises and invite all our network partners, business partners and friends, clients and prospects. 2W was there, too, last year and there were no doubt one or two interesting discussions that also crossed a few industry boundaries. The informal atmosphere is paramount for me: everything's possible, nothing's imperative. People should feel at home with us.

**How is the building design industry developing? Are there innovations and trends that can be discerned at the moment and that will have an impact on other industries or on society?**

Overall, our industry is rather conservative. As civil engineers, especially as structural engineers, our principles have been established for a century. We base every job on these foundations. The mathematical methods always remain the same. There are of course new building materials, but they are usually described using variables and so not particularly special for us as designers.

BIM is definitely a really hot and current topic in the industry. It stands for Building Information Modelling. This is a method of designing, implementing and managing buildings with the aid of software. All relevant building data are digitally captured, combined and linked. The building is also described geometrically as a virtual building model and can be visualised (computer model).



**Dr Bernhard Schäpertöns**  
Owner and managing director



**The company BPR Dr. Schäpertöns + Partner** is made up of more than 80 engineers, technicians, draughtsmen and their administrators, was founded in Munich in 2005 and is now represented across Bavaria and in Halle (Saale). You can find BPR Group offices all over Germany, always nearby. BPR Dr. Schäpertöns + Partner designs and supervises everything you build for mobility: roads, railways, bridges, tunnels. BPR are structural engineers for buildings and structures. And the company is taking on even more responsibility as general designers or project managers. Some of their completed highlights include linking the Allianz Arena in Munich to the transport network, the Plazabrücke (Plaza Bridge) in Wolfsburg, a nuclear power plant in Finland, the new HQ of Swiss Life in Garching and the Child and Heart Centre in Innsbruck.

Building Information Modelling is used both in construction for building planning and construction implementation and in facility management. Yet this means very high costs for us. Each building is a prototype. BIM may make sense to some extent when it comes to serial constructions such as houses or apartment buildings, if one building is going to be built several times over in a new residential area, but we usually only build each building or structure once. The work we invest in a BIM model is no longer proportionate unless it is paid for.

But systems like this are of course strongly lobby-driven, the software industry, universities etc. sit on committees and make decisions without input from practitioners. Real designers are not even on the committees.

I don't mean to say that systems like this are not generally useful. We use something similar for parts lists. When something changes in the design, we can generate a new parts list from the software almost at the click of a button in each project. That's when it makes sense.

**How important are things like corporate design, brand management and graphic design in your field?**

It is of course very important to have a logo, a website and company information. I already said at the beginning that we want to be memorable and draw attention. It helps if you are recognised as a brand.

But it really isn't easy in our field to link the actual service with a brand and to represent it. Or, let's say – it's not enough. This is why we made the conscious decision to use my name in the company name of BPR Dr. Schäpertöns + Partner. It is and will remain a people's business.

**Who would you say is already doing that quite well in your industry?**

There are some international consultants in the building design industry who have an excellent brand identity, but then fail when it comes to the personal component. They only want to let the brand do the talking, such as a well-known car brand, for example. They forget that the building design business still works on a very personal and regional level. Nobody gives contracts to large firms just because they look good from the outside. And here we have arrived at precisely the heart of the matter: Without relationships and consistent networking, you will not be a success in the long term.

**How do you organise this internally? Are there structures?**

**Or does everything only go through you?**

My partners and our senior staff already run their own network. It's not good if everything only depends on one person, although a lot does still go through me, of course. For me, a well-managed project is the best acquisition anyway. If people recommend you, that's better than any advertising campaign. And so we're back at the beginning. A good performance justifies the confidence and then people recommend you.

**Do you have a conclusion or a message for the readers on the subject of networking?**

Firstly, get to know each other, secondly develop an affinity, and then thirdly, maybe do something good together sometime, although the third step is not actually the important thing: that's how I see successful networking.



**TECHNICAL DOCUMENTATION**

The job of 2W technical editors is to explain complex ideas in a way that is as simple and understandable as possible. All those involved have years of practical experience and really know the processes, needs and requirements. To this we add know-how, a clear methodology and didactic knowledge. The result: technical documentation that answers all the questions and is a joy to read – regardless of whether it's a heavy transport or a new type of epilator.

**Specialisms**

2W completeness check  
Repair and maintenance manuals  
Installation and assembly instructions  
Operating and instruction manuals

Product data preparation and maintenance

**Fields**

Machine and plant engineering  
Automotive industry  
Small and large electrical appliances  
Agricultural and construction machinery  
Vehicle/bike industry

**ENGINEERING**

Trained and qualified in the automotive field and with many years of experience in engineering, our experts can develop user-oriented accessory solutions for you: in navigation and infotainment as well as for heating or air conditioning systems, or transport, repairs and bodywork. Since we work on the principle that our authors should also have experience of their subjects, our experts don't just work in the office, they also get out on-site into the workshops – across all industries and sectors, with efficient methods and the latest hardware and software.

**Services**

Development and installation studies of accessories for vehicle manufacturers and suppliers, installation and assembly studies, usability and functional testing, development of cable harnesses, brackets etc., development of repair kits, assembly and handling devices, production of sample parts, creation of CAD drawings

**RISK ASSESSMENT**

If you want to avoid risks, then you need to consult with the specialists at 2W regarding a risk assessment – no better time than the present. With regards to safety, we can provide technical input and propose corrective/optimisation measures right during the development process. Working closely with the designers and project managers, 2W risk assessments are carried out using a defined process that ensures objectivity, resource economy and efficiently-defined objectives. The fast and convenient way to ensure your safety as well as that of your company.

**Services**

Risk assessments in accordance with DIN EN 12100 and DIN EN 14121, directives research, standards research for the applicable A, B and C standards, compliant documentation

**INFORMATION SYSTEMS**

Order is the best foundation for long-term success: every byte in the right place, an electronic archive that is organised in a logical and understandable manner and a structure that ensures easy access to all elements and provides the desired results. Professional, sophisticated, sustainable.

**Services**

Development of interactive user interfaces, programming of user applications, database support, document management

**TRAINING AND COURSES**

Technical advanced training is more important than ever: first for the success of the company, second for the motivation of the employees – and third, it ensures up to date skills as well as satisfaction and security for the client. 2W uses a sophisticated, didactic teaching concept for technical topics – after-sales training, technical basic training and e-learning that employees enjoy.

**Services**

Training documents, special training graphics, technical training

**GRAPHICAL VISUALISATION**

Product presentations without a product are possible: our graphic designers and illustrators can take you on a virtual journey – using graphics and visualisation. Make the whole thing into a film and you can show off your product without a product. This allows complex relationships and modes to be demonstrated perfectly: you cannot, for example, see into a real machine, but you can see into a virtual one. And that is just one of the many things our graphics department will surprise you with.

**Services**

3D animations, training courses (train-the-trainer), assembly instructions, product presentations (trade fairs), function diagrams, photo-realistic images, prototypes in realistic environments, title pages, 3D information graphics, operating instructions, exploded views, classic technical illustrations, line art from 3D data and other documents

**SPRACHMARKT**

A feeling for languages, a mastery of technical terminology and research experience are some of the qualities you need to translate technical texts precisely and clearly. This is why only native-speaking professional translators, whose work is as skilled as it is appealing, work for 2W. All projects are coordinated and handled from our Munich headquarters and Düsseldorf subsidiary. Thus our clients save time and money, and have a reliable partner whose word they can trust.

**Additional services**

Interpreting, voice-overs, commercial adaptation for foreign target markets, proofreading in German and all foreign languages, certification

**Specialisms**

Marketing, advertising, technology, economics, law  
**Quality management**  
Certification: ISO 9001:2008  
Conformity: DIN EN 15038

**MARKETING MARKETPLACE**

Whether it's trade fair concepts or flyers, for the commercial vehicle industry or for consumer devices, we bridge the gap between technical function, intelligibility and entertaining communications, creating handy and effective concepts for industry and SMEs. And because we are so well acquainted with the specific needs of B2B and B2C communications, we not only offer our clients great ideas, but also the complete implementation package including layout, text, pre-press, translation and production services.

**Services**

Strategic consulting, corporate design, creation of marketing and communication concepts, trade fair concepts, advertising materials (creation and production), production consulting, printing management and approval, website conception and programming, company presentations, localisation and adaptation for various target markets

**AUTOMOTIVE PROJECT AND PRODUCT MANAGEMENT**

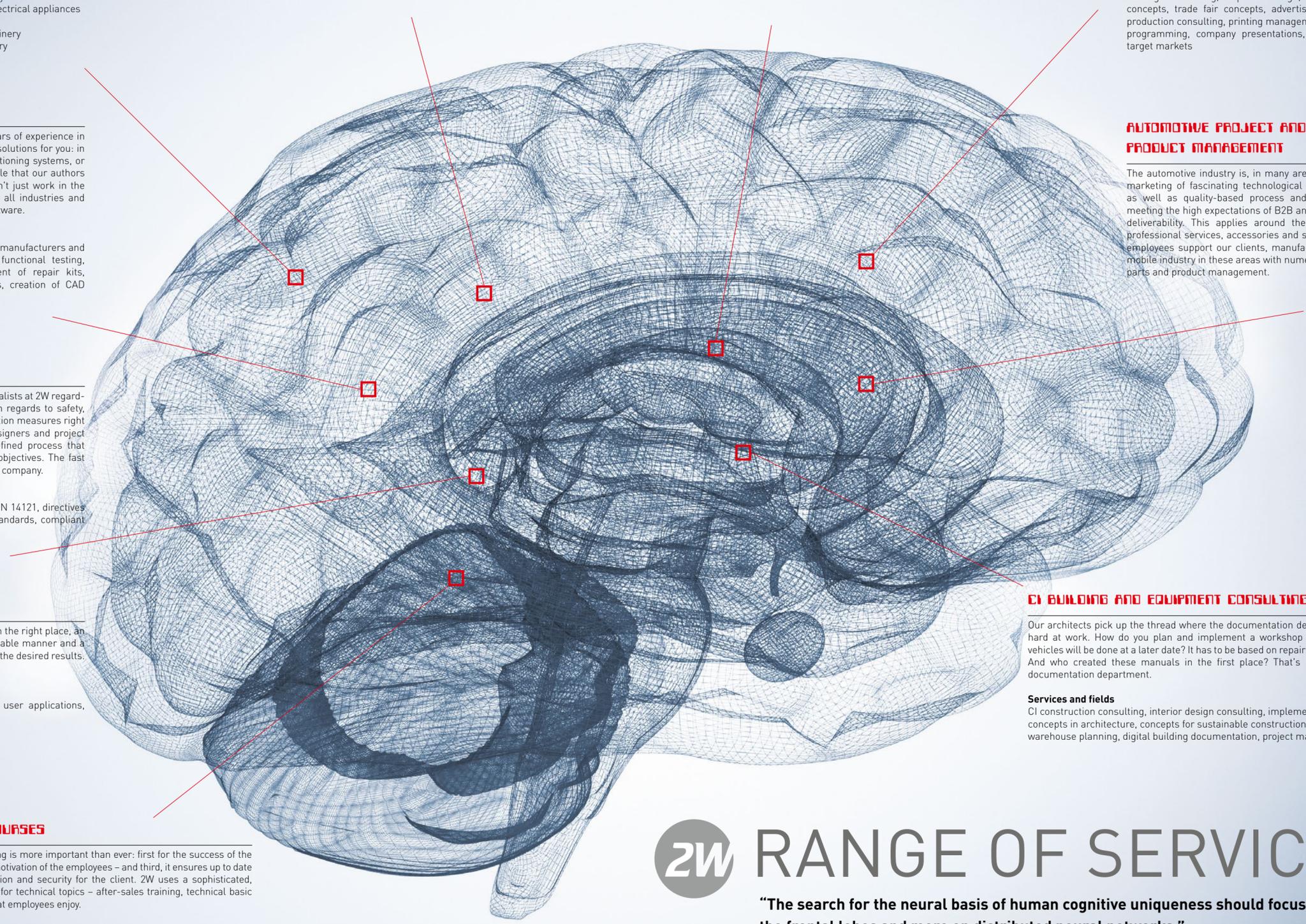
The automotive industry is, in many areas, the innovator in the development and marketing of fascinating technological products. Mastering complex IT systems as well as quality-based process and project management are essential for meeting the high expectations of B2B and end clients when it comes to quality and deliverability. This applies around the world to vehicles and their supply of professional services, accessories and spare parts. Our experienced and qualified employees support our clients, manufacturers and system partners in the automobile industry in these areas with numerous professional services including data, parts and product management.

**CI BUILDING AND EQUIPMENT CONSULTING**

Our architects pick up the thread where the documentation department is already hard at work. How do you plan and implement a workshop in which repairs to vehicles will be done at a later date? It has to be based on repair manuals, of course. And who created these manuals in the first place? That's right, our technical documentation department.

**Services and fields**

CI construction consulting, interior design consulting, implementation of brand concepts in architecture, concepts for sustainable construction, workshop and warehouse planning, digital building documentation, project management



**2W RANGE OF SERVICES**

“The search for the neural basis of human cognitive uniqueness should focus less on the frontal lobes and more on distributed neural networks.”

Source: Prof. Robert A. Barton, biologist

# TOGETHER WE ARE STRONGER

Is networking the future of working?  
Daily business at 2W.



Elisabeth Baumgartner  
Master of Science

The Refresh Company  
[www.refresh.de](http://www.refresh.de)

25 years of experience in brand and marketing communications.  
Executive roles in various companies.  
Part of the 2W marketing network since 2012.

“Power comes through sharing information. Tell everyone everything. The more valuable, the better. If you share something, you build a network. Sharing leads to connections, connections lead to collaboration, collaboration leads to creativity and innovation. Creativity and innovation are what change the world.”

(Marissa Mayer, Yahoo)

I have been working as part of various networks for more than 10 years now. The 2W marketing network is for me an important and brilliantly functioning network. I will present my views on working within the network and an insight into my collaboration with 2W below. By the way, I think the term “collaboration” more appropriate for the type of networking work I experience with 2W and also for what I understand working within the network to be. Collaboration also includes interaction, after all – i.e. the relationship level. Namely, it creates the good feeling of pulling in the same direction, alongside the client and their tasks.

#### Is project work now replacing working in fixed workplaces?

Work today is more networked, mobile and knowledge-intensive than it was just a few years ago. It has never been so easy to work with like-minded people independent of location and time. Working within a network was only made possible through new opportunities in the technological field (communications media, social media). Working in fixed workplaces is being supplemented, and sometimes completely replaced, by working on a project basis. The future is therefore becoming more project-oriented. Project work requires more flexibility and the breaking down of the silo structures so often found in companies. External networks are being used ever more frequently to support this project work.

#### What is more demanding in project work within networks in comparison to work in fixed workplaces?

Communication and information exchange need to be clarified and executed in a very disciplined manner. The client also has to be comfortable with transparency. The more clarity in the company, the easier the work will be for external people. The members of a network have to approach the work with a high degree of autonomy. Clear decision-making structures are nevertheless required and necessary.

#### Thinking and acting in the 2W marketing network.

I have already made my marketing expertise available to 2W in various projects and constellations. There is no standard process for these projects. The procedure is tailored to each client and task. For example, if the theme is focussed on branding, the usual starting point is a brand workshop. This is where the team uncovers the genetic code of the brand. Targets, target groups, market, rational and emotional customer benefits, product performance and brand values are jointly worked out in a structured process. The result is brand positioning. This is then implemented via action in close coordination with the corporate targets. So, think first – then act!

Work is not done in an ivory tower, but in a very open interactive culture. Traceable and transparent results for all involved are the unbeatable advantage. The feasibility and practicability of any action are always key points when collaborating with 2W. My job is usually not over after the presentation. The implementation is at least as important as the mental work. It is the proof of concept. You often only find out if something works when you come to do it.

#### We get stuck in, too, if needed.

That means we put together perfect conceptual/creative teams for the job and brief them, evaluate service providers, assess existing suppliers and manage them.

Yet a job can go far enough to require us to further develop, dismantle, modify or even set up a department in conjunction with the client. For a marketing officer, this can go all the way to working as an interim manager.

As a marketing expert, I bring a wealth of diverse experience and references to the table for my clients. My clients over the last few years have included a great many household name brands (e.g. Siemens, BMW, Sixt, MAN, ALDI Switzerland, Carl Zeiss), but also some smaller, not so well-known SMEs (e.g. Langmatz, Spirig Pharma).

# ALL GOOD NETWORKERS COME IN THREES:

## BMW Wallbox Pro – A Case Study

Wallbox Pro is a charging station for electric vehicles, which also has intelligent functions alongside energy supply – such as load management, self-generated electricity use and a smart home connection. The compatible Wallbox app was designed and developed in collaboration with BMW, RE’FLEKT and 2W. You can use the app to take a peek into the inner workings of the Wallbox, to get a quick explanation of the functions and to test where the Wallbox would be best situated.

We asked our partner **Kerim Ispir, Chief Sales Officer at RE’FLEKT**, about networking.

#### What does RE’FLEKT focus on?

In addition to our augmented reality platform, “REFLEKT ONE”, we are developing applications with augmented and virtual reality for production planning, servicing and maintenance, as well as for marketing. Our clients mainly come from the industry and automotive field.

#### What roles did the individual network partners play in the Wallbox app?

BMW was our client. We were responsible for the project management, application development, preparation and integration of the 3D content and the screen design. 2W took care of the installation and operating manual, the technical documentation and illustrations and the translation.

#### What added value do collaborations have to offer – especially in the fast-paced agency business?

The added value is that skills are included from both sides. You gain new experience you can use in upcoming projects. Also, each cooperation partner brings their network with them.

#### What makes a successful partnership in your opinion?

I see the essence of a partnership in our collaboration, offering clients like BMW consistent communication throughout the project and well-established project management. The teams know who needs what, and that means everything runs smoothly for the client.

#### How do you conduct your sales activities?

We put in a lot of work via associations and collaborations. We give lectures at symposia and conferences to showcase our expertise and to reach new target groups and clients. The success rate is very high, especially at specialist trade fairs. Wastage is lower, you’re talking on a par with people and interest is immense. We also exhibited at tekomp 2014 in Stuttgart. That event was extremely important for us and incredibly successful. Augmented reality is a key trend in the industry and we were the only exhibitor to focus on it – almost a pioneer in the industry.

After fairs like this, we prioritise and structure the contacts and address the prospects specifically. We either agree direct follow-up appointments with presentations or we send out company information. It is always important to stay on the case for as long as the people still remember us.

#### Who does the networking at your firm? Is it something for everyone?

It’s mainly the management, sales and marketing departments. We network, build up new customer bases – classic customer relationship management. But it’s easiest if you acquire new jobs through collaborations, complete them successfully together and then get recommended for new jobs. This means follow-up business happens all by itself.

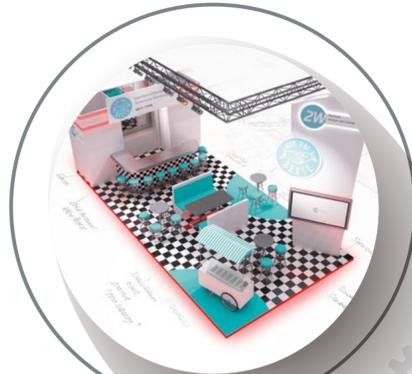


You can find more information about our partner RE’FLEKT on the web:  
[www.re-flekt.com](http://www.re-flekt.com)

# IMPLEMENTATION

Production, DTP, exhibition stands, printing

- Print media
- Advertising materials
- Exhibition stands and installation



5

# CREATION

Graphics, text, technology

- Texts
- Graphics and animation
- CAD

4

# PLANNING

Conception, trade fair stands

- Main theme
- Fair motto
- Look and feel
- Catering
- Event
- Planning and booking of stands



3

# MANAGEMENT

Consulting

- Project management – project plan
- Briefs
- Production support
- Control and approvals

2

# WORKSHOP

Client employees, consulting, creation, exhibition stands

- Motivation and exhibition objectives
- Company positioning
- Corporate values and CI
- Budgeting
- Space requirements



1



## Step by Step to Trade Fair Success

Our departments also always work closely interlinked when developing trade fair concepts. From analysis and management through conception and creation to production, all teams utilise their specific expertise to achieve the ideal result for our clients. With great success!



# THE GOOD STUFF IS CLOSE TO HOME

**We have nothing against far-off horizons, but when it comes to sponsoring we value regionality. That's why we're supporting a professional football club in the south-east of Munich:  
Spielvereinigung (SpVgg) Unterhaching.**

The club, founded in 1925, has a colourful history with many ups and downs. SpVgg Unterhaching has now primarily positioned itself as a training club. Its commitment to local youth work and developing young talent is exemplary. As a DFB-certified and 1 star award winning youth academy, the third division club has set itself the goal of securing professional football in Haching. You can now find famous names there, such as Fabian Götze and Jonas Hummels, the brothers of German internationals Mario and Mats.

We are not only close to the Unterhaching club geographically, but also in terms of our values. We can make new contacts to other firms who share our interests as part of this sponsorship. And this brings us back to the topic of networking. Last but not least, we as passionate football fans will be delighted to help develop promising young talent.

