**Press Release November 2022**

**DecoTeam Event Program: Hotspot of inspiration**

**The atmospheric trend presentation with modern and stylish interiors paired with an innovative and imaginative event program make DecoTeam once again a hotspot of inspiration. The event program will be entertainingly moderated by the lovely Agnes Zimmermann.**

The event program, which is being organized together with DecoTeam partners MZE/2HK, RZ - Trends Interior Design and the Zentralverband Raum und Ausstattung (ZVR), will focus on the current topic of social media marketing with keynote speeches, workshops and panel discussions. Monika Winden, interior designer, social media expert and managing director of Homemate, will give exciting insights into the various opportunities and possibilities of social media activities in the interior design industry with many best-practice examples from January 10th to 12th, 2023, at 11/13/15 o’clock each day. In the subsequent video workshop, the creative ideas are implemented directly with the trade fair visitors, a short clip is produced, and a large number of followers are gained within 15 minutes. In addition to many ideas for content development, trade fair visitors will receive training in the workshop for different video implementations, from stop-motions to reels to YouTube shorts, instructions on editing with effects, publishing on the various channels, and much more. Trade show visitors can directly implement the trending topics through film on Instagram, Facebook, and YouTube. In combination with the stories of the DecoTeam trend themes in home magazines, through which thousands of consumers are reached, this is extremely valuable.

**Industry talk**

Another highlight is the exciting round table discussion on Wednesday, January 11th at 15 o'clock. Following the keynote speech, Carola Grote-Sticka (interior design Grote), Andrea Wolff (RZ, Trends Interior Design), Helmut Stauner (MZE) and Ralf Vowinkel (President ZVR) will discuss the opportunities of social media marketing, their social media strategies, and experiences with this relevant topic.

**ZVR Special: Future Craft**

On Thursday, the ZVR Special will focus on securing the future of the interior decorating and saddlery profession. At 15 o'clock, the panel discussion with Ralf Vowinkel, President ZVR, and Michael Bergfeld (Fachhandelsring GmbH) will start. The discussion will focus on the presentation of the ZVR activities to maintain the profession of interior decorators and saddlers as well as the presentation of the succession exchange of the central association. The difficulties that often arise in the succession of a business will also be discussed. In the following panel discussion, interior decorators from different stages of their lives will discuss the question: "What does the future of our craft look like? Is it worth starting a new business? Is taking over a business the better choice? What motivates young people to follow the profession? On the ZVR side, craftspeople from all stages of life are represented - from youngsters who founded their own upholstery and saddlery not so long ago (Anissa Wiener, Königherz) to those who are in the middle of life and combine modernity with traditional craftsmanship (Esther Fingerle, Fingerle Interior Design) to the traditionalists who have taken over their business from their parents (Ulf Seelaff, Seelaff GmbH & Co. KG) and have to plan what the future of their business will look like. All of the panel guests are at a different stage in their lives, yet they are dealing with the same question: What does the future of our craft look like?

In addition, the ZVR will offer visitors an inspiring workshop at its booth B47 from January 10th to 12th. The Academy Ruhr will be showing creative sketching techniques for visualizing ideas during consultations and much more.

**Individual video "Interior decorator out of enthusiasm".**

With a free video for the interior decorators DecoTeam offers on top sustainable additional value. Under the theme "Interior decorators out of enthusiasm", visitors to the trade fair will receive an individual video clip that focuses on expertise. With atmospheric interiors matching the current trend themes, the various services of the interior decorator become visible: from floor, window or wall design to holistic consulting. In the DecoTeam Filmbox (booth A47), the MZE/2HK film crew will then create the individual sequence from January 10th to 12th. The prospective guests will be staged with professional support to inspire the customers with their passion and expertise. Supplemented with the company logo, the trade fair visitor receives an individual video for greater digital presence. The clip can be integrated into the website and used for social media as well as many other digital activities also at the POS. Booking an appointment is recommended via [www.decoteam.de](http://www.decoteam.de).

**Get-together – meet DecoTeam**

The DecoTeam activities will be completed by the awarding of the Heimtex Star. In this way, the best retail stores in various categories will be awarded the "Heimtex Retailer of the Year" prize - a get-together of the best on January 10th, 2023 at 17 o'clock at DecoTeam! Finally, on Wednesday and Thursday, the Happy Hour from 17 o'clock offers the opportunity to talk with Agnes Zimmermann, Monika Winden and all DecoTeam members accompanied by cool drinks and live music with Kathie Monta on the saxophone.

DecoTeam-Mitglieder:

Apelt, Bandex , Buchheister, Englisch Dekor, Erfal, Höpke, Indes Fuggerhaus, MHZ, Paulig, Unland

DecoTeam-Partner:

Heimtextil, MZE/2HK, RZ – Trends Interior Design, ZVR

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