**Overview of DecoTeam Event Program**

**January 9th to 11th, 2024, Hall 3.1**

**TUE-THU 11:00/13:00/15:00**

**Keynote Presentation** Ann-Kathrin Schmidt (FHR): Successful social media strategies

**Work area** Efficient implementation of social media strategies creative execution of trend topics in collages, reels, and more

**TUE: Meet TV Star Emell Gök Che**

Trend presentation and creative inspiration,DecoTeam work area **17 o’clock** Presentation of Heimtex Stars

**WED: Theme Day "Create the Future. Trade in Transition"**

**15 o’clock Keynote Presentation followed by Industry Talk**

Bettina Grüninger (Texoversum LDT Nagold): From Point of Sale to Point of Emotion

Featuring: Lina Reitz (Reitz Lebensräume), Sophia Lauton (Wohnwerk in der Natur by Rupprich),

Ann-Kathrin Schmidt (FHR), Karin Mauro (RZ),

Helmut Stauner (MZE), Ralf Vowinkel (ZVR), and

Henning Ruf (Kaiser EDV)

Followed by: **Get Together with tasty drinks and George Pavel on Saxophone**

**THU: Meet the Experts**

**9:30 o’clock** Welcome by the Young Generation

From **10:00 o’clock** short presentations on creative, functional, and sustainable topics at all DecoTeam stands

**16:30 o‘clock Happy Hour with tasty drinks and George Pavel on Saxophone**