

LPKF Distributor Meeting 2023
Wednesday, September 13, 2023

	EQ ElectronicQuipment	WQ WeldingQuipment	DQ DevelopmentQuipment
09:00 - 10:30	Welcome and Outlook: Christian Witt and Dr. Klaus Fiedler Infos Roman, Britta, Simon, Jonathan		
10:30 - 11:00	Coffee Break		
11:00 - 11:30	Welcome and Introduction Kick Off Bingo Introduction of new distributors & sales managers Situation and Development of EQ Sales Strategy and Portfolio/ Matrix	WQ Welcome and Introduction Sales structure update	Welcome DQ Review Product Launch - new features PLH4 and Sucess story PLH4 Q&A PLH4 Review Product Launch MPS4 and Success Story Q&A, MPS4 Introduction next topics
11:30 - 12:30	Feedback of 2019/2021 and LPKF's response	Portfolio part 1 - update and overview of complete WQ Portfolio	
12:30 - 13:30	Lunch Break		
13:30 - 15:00	Laser-Technologies for Electronics Production Advantages of different Laser types CuttingMaster Family Laser vs Router/ Sales Pitch Competition	Portfolio 2 - New machines – RW2000 / IW6000 / TherMoPro / TMG3 R. CO2 footprint and energy consumption Applications WQ highlight applications and success stories of 2022/23 by Tanja Burmeister - Automotive E-Mobility - Medical diagnostics - Automotive high volume production Welding Services with LaserMicronics	Personal Changes in Sales and Service Portfolio review and outlook Workshops in four groups: W1. How did the sales process change because of Corona, will it move back to old style, what are new channels? W2. Laser for non PCB application. What did you see? Will it grow? (Medical, Space,...) W3. Arguments against compeditive technologies (chemical etching additive) Do you see them? is it a risk/chance? W4. Service and after sale service - use of distributor ensurance
15:00 - 15:30	Coffee Break		
15:30 - 17:00	Laser Bingo LoadingMaster Family StencilLaser Family Sales Pitch/ Best practice	WQ Innovation update - Innovation Radar - Current realized projects - Upcoming projects	Workshops in four groups: W1. How did the sales process change because of Corona, will it move back to old style, what are new channels? W2. Laser for non PCB application. What did you see? Will it grow? (Medical, Space,...) W3. Arguments against compeditive technologies (chemical etching additive) Do you see them? is it a risk/chance? W4. Service and after sale service - use of distributor ensurance Best Performing Partners ;-))
17:45	Group Picture		
18:30	Incentive at Seehaus Isernhagen		

LPKF Distributor Meeting 2023
Thursday, September 14, 2023

	EQ ElectronicQuipment	WQ WeldingQuipment	DQ DevelopmentQuipment
08:30 - 10:00	Review First Day Marketing Topics/ PicStop Service Packages / Service Contracts / After Sales	Battle Cards - In depth training and comparison regarding: - Laser plastic welding process - variants - Laser plastic welding process control - monitoring options	Results workshop from Wednesday afternoon Differances of the the DQ Laser by Customer Application Social Media activities - LinkedIn
10:00 - 10:30	Coffee Break		
10:30 - 11:30	Success Stories	- Follow up WQ sales initiatives - 2019 / 2021 Feedback and open discussion - One to One	New SampleBook - Explanation and How-To-Use How to use a live demo from Garbsen Demoroom and the 3D Lab on homepage. Use of PicStop as Distributor Area Future of SMT LPKF Edition and differences to old products Introduction next topics
11:30 - 12:00	LaserMicronics		
12:00 - 13:00	Lunch Break		
13:00	Bus Transfer to LPKF Headquarters Garbsen		
13:30 - 14:15	Workshops in three groups: - StencilLaser - CuttingMaster - LoadingMaster Station 1: StencilLaser StencilLaser Gen 3 Prototyp StencilLaser G 60120	Open for discussion with EQ and DQ distributors	Workshops in six groups: hands on: ProtoLaser H4, hands on: Multilayer production with MPS4; Contac S4, ProtoLaser News from Support Team R4 for Medical - wearable / microfluidic sample making ProtoMat Sx4 and CircuitProRP Features and applications (accessories) Material provider - Informations about Isola,Roger,Panasonic,DuPont.....
14:15 - 15:00	Station 2: Cutting Master CuttingMaster P 3565 Tensor CuttingMaster P 3246 Tensor CuttingMaster 2115 P		
15:00 - 15:30	Coffee Break		
15:30 - 16:15	Station 3: LoadingMaster + CuttingMaster 2240 CuttingMaster 2000 Cx + Cobot	Open for discussion with EQ and DQ distributors	Workshops in six groups: hands on: ProtoLaser H4, hands on: Multilayer production with MPS4; Contac S4, ProtoLaser News from Support Team R4 for Medical - wearable / microfluidic sample making ProtoMat Sx4 and CircuitProRP Features and applications (accessories) Material provider - Informations about Isola,Roger,Panasonic,DuPont.....
16:15 - 17:00	StencilPro Session and Individual Discussions		
19:00	Distributor Party		

LPKF Distributor Meeting 2023
Friday, September 15, 2023

	EQ ElectronicQuipment	WQ WeldingQuipment	DQ DevelopmentQuipment	LaserMicronics
09:00 - 10:00	Marketing/ Branding			
10:00 - 10:30	Coffee Break			
10:30 - 13:00	World Café Topics: - TechDays/ Roadshows - Needs and complaints - New requirements Feedback Time for open discussions		One-on-one discussion please use separate calender from DQ Corner Mailing Availabale for 15 min. talk: Christoph, Stefan, Lutz, Sascha, Lars	Open House/ Open Production
13:00	Lunch Break			