



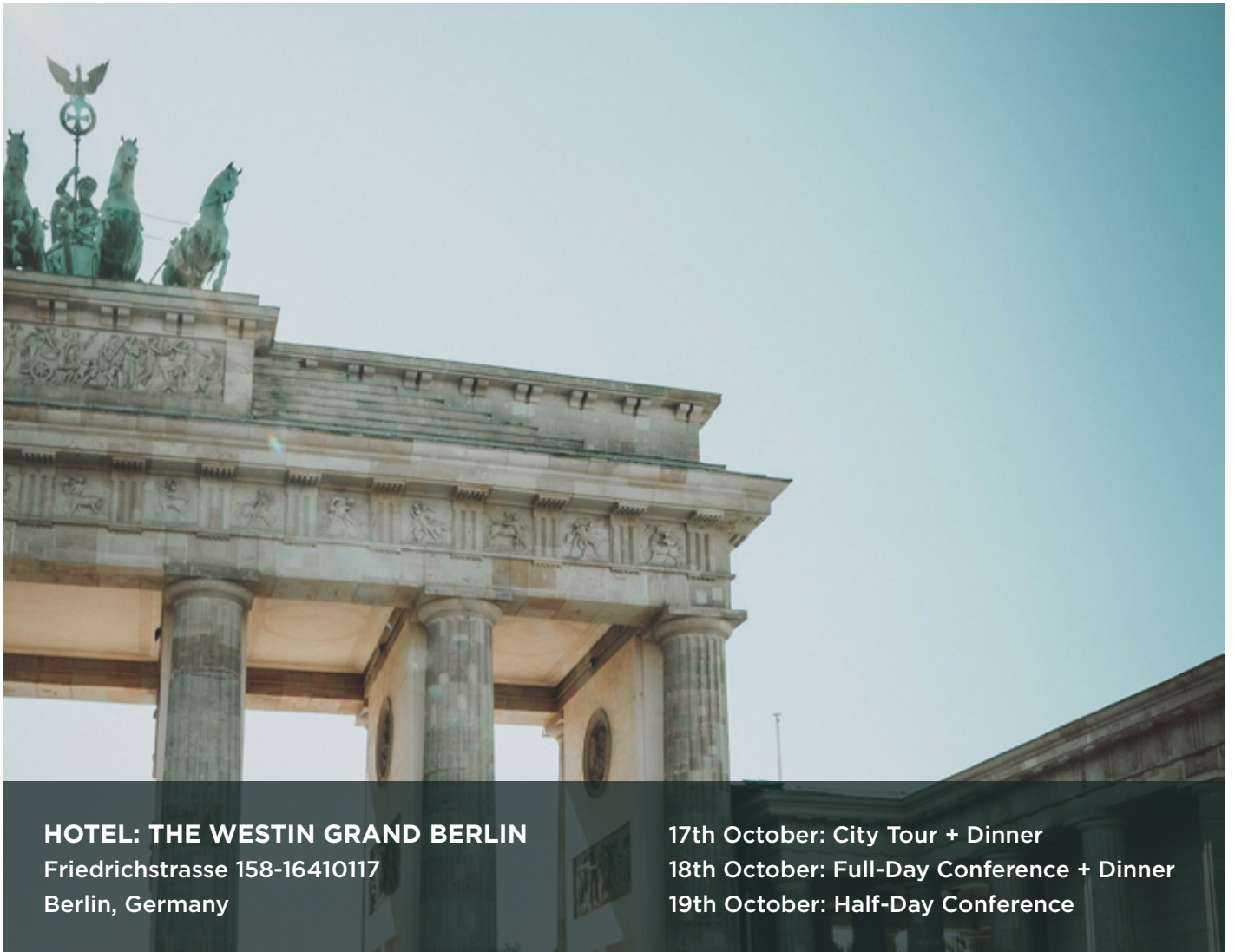
Smart home and building solutions.
Global. Secure. Connected.



KNX NATIONAL GROUP CONFERENCE

October 17th– 19th, 2023

Berlin, Germany



HOTEL: THE WESTIN GRAND BERLIN
Friedrichstrasse 158-16410117
Berlin, Germany

17th October: City Tour + Dinner
18th October: Full-Day Conference + Dinner
19th October: Half-Day Conference

PROGRAMME – Day 1*

TUESDAY, 17th OCTOBER 2023 – SOCIAL PROGRAMME

The KNX Association invites you and your partner to join our social program, which includes a city tour followed by a dinner at Restaurant Maximilians. Please meet us in the hotel lobby, and we kindly request that you arrive on time.

16:30 City Tour

19:30 – 22:30 Dinner

Restaurant Maximilians

Friedrichstrasse 185–190 · 10117 Berlin
www.maximilians-berlin.de

PROGRAMME – Day 2

WEDNESDAY, 18th OCTOBER 2023 – NG CONFERENCE

09:00 Conference Opening - KNX National Group Germany

09:20 Welcoming by the President - Mr. Franz Kammerl

09:40 Session I: The Future of IoT in Home and Building Automation - Mr Heinz Lux

10:00 Session II: KNX IoT: New Solutions & Devices Available - Jesus Arias

10.30 Coffee Break

11.00 Session III: KNX From Technology to a Brand - Casto Canavate

11.30 Session IV: ETS 6 Roadmap - Michael Critchfield

12:30 Lunch

13:30 Session V: KNX National Group Knowledge Exchange - Merve Özcangaz

15:30 Coffee Break

16:00 Session VI: Introducing KNX for Public Schools - Joost Demarest

Lowering the entry barriers for public schools and students to start with KNX

17:00 End of Conference Day 1

18:30 Dinner The KNX Association invites you and your partner to join us for a delightful dinner cruise aboard the eco-friendly, zero-emission solar catamaran “SunCat 120.” We kindly request all guests to gather at the pier **no later than 18:15.**

21:30

The cruise will depart from the pier next to the Ernst & Young office building, located at **Reichstagsufer 17, 10117 Berlin** and return to the same place at 21:30. Please note that the nearest metro station is Friedrichstrasse.

PROGRAMME – Day 3

THURSDAY, 19th OCTOBER 2023 – NG CONFERENCE

09:30 **Session VII: Finding the Right Social Media Plan for NGs** - Merve Özcangaz

Best practices for National Groups to expand their digital presence and social media visibility

10:30 **Coffee Break**

11:00 **Session VIII: Results of the Communication Approach to B2B2C** - Casto Canavate

Learn the B2C approach by KNX Association
New Marketing Tool Kit for professionals, help our community in promoting KNX

12:00 **Lunch**

13:00 **Session IX: Workshop: Market Research** - Merve Özcangaz

How to create a market research to position KNX both internationally as well as nationally

14:00 **Session X: Open Session** - Casto Canavate

What is coming up in the next 5 years?

15:00 **End of Conference Day 2**



CONTACT

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