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Robe Stages 5th International Distributor Conference

Over 170 of Robe's international distributors attended the 5th Robe International Distributor Conference, staged at the Radisson Blu Hotel in Frankfurt am Main, ahead of the 2013 Prolight+Sound exhibition.

The event included keynote speeches from CEO Josef Valchar and Sales Director Harry von den Stemmen, plus a full presentation of the six exciting new products – including the highly anticipated Pointe and the innovative MiniMe which already have tongues wagging - that Robe launches at the exhibition.

Robe's extended and vibrant 'Family' heard how the last two years have been the most successful yet in the company's short 10 year history, in particular the phenomenal ROBIN LEDWash series which has sold over 30,000 units worldwide!

Josef outlined the many completed, on-going and future expansion plans for the factory in Valasske Mezirici ... all geared to increasing output and the streamlining all the production elements yet further.

There were also presentations from Ingo Dombrowski, Robe's Key Account Manager for Europe and Marketing Manager Jiri Baros.

Jiri reported on the amazing success of Robe's Social Media strategies – from 0 to nearly 25,000 Facebook Friends in less than 2 years – and upcoming tactics and ideas for additional interactive communication portals like Twitter and LinkedIn.

These run in conjunction with Robe's extremely proactive PR operations, its high press visibility and inventive brand activation campaigns, all helping to connect the Robe Community on a global scale.

The Conference concluded with the presentation of 26 Awards celebrating the outstanding performance of the worldwide distribution network over the last two years since the previous International Dealer Conference.

Now it's onwards with the exhibition

