

# ERA Convention 2012

*“Changing Rental”*

## PROMOTION COMMITTEE REPORT

**Jörg Bachmann, Loxam**



[WWW.ERARENTAL.ORG](http://WWW.ERARENTAL.ORG)

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## Discover Rental Guide – French Version

- Aimed at promoting rental concept (as English version published in 2011)
- Distributed at the first Rental Days at Intermat
- Next language versions to follow: German and Spanish



# Brochure on Social Media in the Rental Industry

- Why? Social media not so much considered in the rental industry yet although some companies are clear frontrunners
- It can be used also in B2B relations to create a community around the company with a more fun aspect than institutional communication
- It can be used to inform customers not only for marketing purposes, but also to post information on safe use of equipment / tutorials
- There are two sides to the coin and a number of issues to be considered when implementing a social media strategy



## LinkedIn Group: « Construction Equipment Rental Europe »

Are you member of LinkedIn?



If so, register to our **ERA LinkedIn Group** and follow the discussion online and in real time.

If not, register to LinkedIn and join our **ERA LinkedIn Group**.

- Find interesting links
- Discuss actual themes
- Grow your network
- Link yourself with interesting contacts of the Rental Industry



# LinkedIn Group: « Construction Equipment Rental Europe »

## Construction Equipment Rental - Europe



Ihre Aktivitäten

Beginnen: **Diskussion** Umfrage

Diskussion beginnen oder etwas mit der Gruppe teilen ...

Ihre Ansicht auswählen ▾ **NEU**

Alle RSS-Diskussionen anzeigen ▾

### Beliebteste Diskussionen



David Howard folgen

#### European Rental Award shortlists announced

The shortlist of nominations for the European Rental Awards has been announced. The European Rental Awards dinner will take place in the ...

veröffentlicht vor 1 Monat

**Gian Luca Benci** vor 1 Monat • Gian Luca Benci gefällt das.



Weitere anzeigen »

Mehr ▾



#### French version of ERA's Discover Rental Guide now available

The guide is now available in both English and French. It can be used by rental companies to help any stakeholder interested in rental ...

THE VOICE OF THE EQUIPMENT RENTAL INDUSTRY [erarental.org](http://erarental.org)

### Neueste Updates



**David Howard** gefällt diese Diskussion von David Howard  
ERA Publishes Social Media and Rental Brochure  
Gefällt mir (1) • vor 7 Tagen



**David Howard** hat folgende Diskussion begonnen: ERA Publishes Social Media and Rental Brochure  
Gefällt mir (1) • Kommentar hinzufügen • vor 7 Tagen



**Ashley Mills** wurde Mitglied der Gruppe.  
Nachricht senden • vor 9 Tagen

Alle Updates anzeigen »

### Gruppenstatistik



## First-Ever Rental Days at Intermat

**Objective: Promote the Rental Concept at Intermat**

### HOW?

- Conference: 2 roundtables (100 attendees)
- Visits to rental depots of Loxam and Kiloutou
- ERA booth

**1° Introduction, Jean-Noël Onfield, Editor, Chantiers de France**

### **2° ROUNDTABLE : RENTAL COMPANIES VS CONTRACTORS**

■ **Panelists:**

- Gérard Déprez, President, LOXAM
- Michel Ducasse, Director Technical Resources, EUROVIA
- Neil Stothard, Group Managing Director, VP
- Pierre Boels, CEO, BOELS GROUP
- Jacques Perron, Director, GIE FCAI /Groupe Fayat

### **3° ROUNDTABLE : RENTAL COMPANIES VS EQUIPMENT MANUFACTURERS**

■ **Panelists:**

- Vesa Koivula, CEO, Cramo
- Peter Schrader, Managing Director, MVS Zeppelin Rental
- Françoise Rausch, Executive Director, JCB Sales
- Alexander Greschner, Director Marketing and Sales, Ammann Group

## Project: Promotion of Rental in Eastern Europe

The aim of this project is to promote equipment rental in selected Eastern European markets.

### **Target markets:**

Year One: Poland, Czech and Slovakian Republics

Year Two: Romania & Hungary

### **Activities in target markets**

- Identify contractor associations (meet, present at their convention, get presence on their websites, etc) in cooperation with national rental associations where they exist (Romania)
- Trade shows (ERA to exhibit);
- Identify a 'rental champion' in each country who might be willing to help us in national rental associations (Romania and Bulgaria)
- Create press relations programme targeting relevant trade press (press releases to magazines, offer interviews with senior ERA representatives, etc).



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5. Do you have any other themes you would like to be discussed by the ERA in one of the Committees?

This is it!

Any questions?

Thank you for your participation!

For more Information please ask at

[era@erarental.org](mailto:era@erarental.org) or now...