

PRESS RELEASE

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Dual leadership model for IWA OutdoorClassics as Luisa Seibt becomes new marketing director

Luisa Seibt (30) was appointed marketing director of the IWA OutdoorClassics trade fair on 1 March 2020. She will work in tandem with Rebecca Schönfelder, the event’s exhibition director, to provide the leading international trade fair for the sector with an experienced pair of leaders at the helm.

In recent years Luisa Seibt worked for one of the event’s major exhibitors in the field of digital marketing for hunting and sports. Through her involvement in joint projects relating to the IWA OutdoorClassics, she gained experience of working with the exhibition team and her expertise in social media and blogger relations was much sought after. This means that Seibt is not just familiar with the thematic areas of the IWA OutdoorClassics as a former exhibitor but already knows a good bit about the developments and work flows of the trade fair as such.

“Due to the corona situation I am starting the job at a time of unprecedented challenges, not just for us as an exhibition company but also for the entire sector. However, it is a situation that also offers opportunities,” says Seibt with conviction. “As the marketing team, we will have the support of a strong and well networked partner in the shape of the IWA OutdoorClassics exhibition team. The two teams will work together to identify potentials, above all in the area of digital transformation, and ensure that the IWA OutdoorClassics continues to be the leading fair for the industry,” Seibt adds.

Save the date: IWA OutdoorClassics in March 2021

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Schönfelder is also looking to the future. “We have high hopes of the 2021 event. Our optimism is reinforced by the number of exhibitor registrations received for the IWA OutdoorClassics 2021 in just a short time. Luisa Seibt is a stroke of luck for us: She’s a marketing expert with insider knowledge of the sector and a passion for hunting, and a young person with an agile mindset who embraces challenges, so I am very much looking forward to working closely with her,” says Schönfelder.

The next IWA OutdoorClassics will take place from 12 to 15 March 2021.

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