



**IWA**  
**OUTDOOR**  
**CLASSICS 2021**  
High performance in target sports,  
nature activities, protecting people

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## PRESS RELEASE

October 2020

### **Tim Zychacek joins IWA OutdoorClassics Team as new PR Manager**

**On 1 September 2020, Tim Zychacek was appointed PR Manager for the leading international B2B trade fair IWA OutdoorClassics. The 29-year-old will take charge of PR activities and liaise with press and media representatives.**

The native of Nuremberg studied technical journalism and PR at the Nuremberg Institute of Technology and in recent years was the co-owner of a small marketing and PR agency. Within the context of this role he also provided support to start-ups and SMEs, as well as bloggers and companies from the hunting sector. He already has personal experience of the IWA OutdoorClassics, because in 2019 he gave a talk at the special show Retail 4.0 about the digital transformation of the retail sector and the associated opportunities and challenges.

“I am incredibly pleased that in these turbulent times I have found my way to NürnbergMesse and above all to the IWA OutdoorClassics. The unusual nature of the current situation is changing the demands made of our work. We need to think differently and take an agile approach, because the situation is changing almost daily,” says Zychacek. “At the moment I am building up a high-calibre network of bloggers, journalists and publishers. In addition, we are endeavouring to optimize our communication. On digital channels we can communicate on a level playing field and seek out that all important dialogue with our target groups,” he adds.

“Thanks to his previous experience, Tim Zychacek is a welcome addition to our team. We believe that his extensive interest in the sector combined with the right amount of vision offer a good opportunity to implement new ideas and approaches. He adds substantial value by bringing a breath of fresh air to the team and considering issues and processes from a completely new perspective,” explains Luisa Seibt, Head of Marketing for the IWA OutdoorClassics.

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Zychacek is optimistic about the coming year: “I am looking forward to getting to know the sector in person at IWA 2021, the preparations for which are already in full swing.”

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