# Corporate Communications team and "Future heroes" from ebm-papst awarded Team of the Year

Mulfingen, September 19, 2023

The nomination alone was a huge success. Now, ebm-papst's corporate communications have received the Oscar of the communications industry and have been awarded "Team of the Year" for their project “Future Heroes” at the communications congress in Berlin, which attracted 1700 participants.

The jury, made up of top-class communications representatives from science, media and business, was convinced not only by the project idea of giving this responsibility to the trainees and students, but also by the enormous response from politicians, the media and the business community.

The prestigious prize is awarded annually by the German Association of Communicators, which was founded in 2003.

"Our aim was to get young people interested in vocational training and to draw attention to the important need for skilled workers," emphasizes Hauke Hannig. "Above all, we also wanted to show what kind of successes are possible when we transfer responsibility to our junior staff," adds the ebm-papst Group spokesperson and head of communications.

Together with student Melanie Bildhoff, who formed the junior organizational team of the Future Heroes together with Kim Ziegler and Maximilian Chrzan, he accepted the award in Berlin.

"Despite strong competition, the Team of the Year has completely convinced us," Johannes Dimroth emphasized in his laudatory speech. It takes a great deal of courage to place such an important project entirely in the hands of young talent," said the deputy head of the Federal Press Office. "The heroes of the future have delivered and exceeded many expectations," he added.

Hannig is pleased that the "Heroes of the Future" project has now made it to the final round in another competition. It was recently announced that it is on the short list in the "Smart PR" category of the important PR Awards 2023. This means that the team will definitely be present at the Winners Night in Berlin.

Creative and new ways in communication are nominated for the BdKom Award, which is the most important award in the German-speaking world. This is particularly the case with the “Future Heroes” project. What is impressive is not only how much attention the young people have generated with their independent project, but also that they have shown that young people can take on responsibility in the company.

A 17-strong trade show team made up of trainees and dual students was put in charge of everything. It designed, organized and communicated the company's presence at the Hannover Messe, manned the stand and looked after the press and politicians. The assignment was comprehensive, starting with the booth concept, product selection and budget control, timing, press communications and personal invitation management for top politicians. At the showcase of German industry, ebm-papst's stand was undoubtedly a hit with the public thanks to the initiative.

The goal was not only to bring politicians to the stand, but also to link the two burning issues of the shortage of skilled workers and the climate crisis with it. Under the motto "Future Heroes" the trainees and dual students organized the presentation around ebm-papst's technical products of the future for the energy, heating, and climate change.

Even in the run-up to the trade fair, the project caused a stir internationally. According to the company, the concept was equally successful on site. The number of visitors to the stand was twice as high as usual. Olaf Scholz, Robert Habeck and Winfried Kretschmann as well as other high-ranking politicians and business representatives were there.

ARD, ZDF, N-tv and other TV stations also broadcast reports on the event. The trainees were also present at a panel discussion organized by the "Your Future" initiative for young people and skilled workers. Young people were also actively approached. School classes from Baden-Württemberg, for example, accepted the invitation and visited the trade show booth. In the industry itself, the trainees' contribution also received a great deal of attention.

The success of the trade fair has had a lasting effect: The number of applicants at ebm-papst has increased significantly since then. The trade show appearance also has a positive impact internally: the ebm-papst workforce is very proud of how positively ebm-papst has been perceived by the public. The idea of letting the trainees take on projects of this magnitude independently is to be firmly anchored in the company. So the "story" of the future heroes continues.

Information at <http://www.bdkom.de> and [www.prreportawards.de/shortlist-2023/](http://www.prreportawards.de/shortlist-2023/)

**Caption (Photos: Tobias Koch)**

**Photo 1:** Regine Kreitz (right) presents the award to Hauke Hannig and Melanie Bildhoff

**Photo 2:** Communications Oscar for ebm-papst's corporate communications from left to right: Marco Vollmar (Bundesverband der Kommunikatoren e.V. / BdKom), Hauke Hannig (Head of Communications ebm-papst Group), Melanie Bildhoff (DH student ebm.papst), Regine Kreitz (President Bundesverband der Kommunikatoren e.V. / BdKom), Dr. Johannes Dimroth Deputy Head of the Federal Press Office.

**About ebm-papst**

The ebm-papst Group, a family-owned company headquartered in Mulfingen, Baden-Württemberg, is the world's leading manufacturer of fans and motors. Since its founding in 1963, the technology leader has set international market standards with its core competencies of motor technology, electronics, digitalization and aerodynamics. ebm-papst offers sustainable intelligent and custom-fit solutions for virtually every requirement in ventilation and heating technology.

In fiscal year 2022/23, the corporate group generated a turnover of 2.540 billion EUR and employs nearly 15,000 people at almost 30 production sites (including in Germany, China and the USA) and around 50 sales locations worldwide. ebm-papst sets the benchmark in nearly all industries, such as ventilation, air-conditioning and refrigeration technology, heating technology, information technology, mechanical engineering, intralogistics and medical technology.

**The BdKom**

Since 2003, the BdKom (Bundesverband der Kommunikatoren e. V.) has been the leading professional association for press and communications managers from companies and organizations in German-speaking countries. We make ourselves strong for the occupation, drive its constant professionalization and represent the interests of our approximately 4,300 members in politics and public.

Our claim is "Taking responsibility for communication".

With its eight regional groups, our association ensures the exchange of experience locally. The specialist and competence groups cover the entire breadth of industries and the range of topics in modern communications. In this way, we form an active network of colleagues.

We promote young professionals and advocate high professional standards, among other things through a diverse range of specialist events.

The association stands for the profiling of the communications profession, among other things as the publisher of the largest scientific study of the profession, "Profession Communication", which has been conducted regularly since 2005. When the concerns of the profession are affected, we get involved. We also host the annual Communications Congress, the largest professional communications conference in Germany.

With the BdKom Award, we annually honor outstanding communication achievements.

For our members, we are the network of professional exchange and mutual support. This is where communications managers from global companies meet startup communicators. This is where colleagues from business, NGOs, politics and administration network. Young professionals exchange ideas with experienced PR professionals. Professionals from the consulting sector are welcome as supporting members. We not only offer information and service, but also invite all our members to actively participate. Thus, for almost 20 years, BdKom has stood for professional development and broadening the horizons of members of a very special profession.