



## Trainee meets the Chancellor – Trade show project from ebm-papst wins Golden Apple

Mulfingen, Berlin, Germany, 2010-09-24

**Getting to know the Federal Chancellor as a trainee: ebm-papst makes it possible. The press office of the fan specialist was awarded with the Golden Apple in Berlin for their trainee project at the Hannover Messe (HMI) 2010.**

There is great joy in the ranks of the ebm-papst press office! The trainee project that it guided, "Hannover trade fair stand", was awarded in Berlin with the Golden Apple. This is an award that the Federal Association of German Press Spokespersons (Bundesverband deutscher Pressesprecher, BdP) presents at the "Speaker's Night" during its annual communications convention, and that acknowledges excellent PR and communication strategies.

The result of this year's ceremony was eagerly awaited. ebm-papst finally prevailed against the strong fellow-nominees from Microsoft and the city of Tübingen. The president of BdP, Uwe Dolderer, acknowledged the outstanding company commitment and presented the award to ebm-papst's Press Spokesperson, Hauke Hannig, and trainee Eva-Maria Dörr before about 1600 spectators in Berlin's Friedrichstadtpalast.

"The trainees have done an excellent job, and we had the full support of the Managing Directors. That is what made our project so successful. We are glad to have attained such a great response and even be distinguished for it," Hannig said after the awards ceremony.

### The project

Preparations for this trainee project began last year in November. Together with twelve trainees from company locations in Mulfingen, Landshut and St. Georgen, the press office sought a new way to address the topic of demographic change and to highlight the significance and quality of vocational training. The goal was to draw attention to the incipient shortage of workers in technical fields and an already noticeable decrease in applications.

We developed a PR concept in which the trainees would independently supervise the Hannover Messe Industry trade show booth. To accomplish this, the young employees were trained in advance by in-house and outside trainers for more than 200 hours.

The effort and the risk paid off. Thanks to the project, the trainees got to greet Federal Chancellor Angela Merkel and the entire press highlight tour in March

Hauke Hannig  
Press Spokesperson / Assistant to the  
Chairman of the Board of Managing  
Directors  
ebm-papst Group  
Phone +49 7938-81-7105  
Fax: +49 7938 / 81-97105  
Mobile: +49 171 / 36 24 067  
Hauke.Hannig@de.ebmpapst.com  
[http://twitter.com/ebmpapst\\_news](http://twitter.com/ebmpapst_news)  
[www.ebmpapst.com](http://www.ebmpapst.com)

Author: Linda Hener  
Press Office Intern  
Phone +49 7938 / 81-7949  
Linda.Hener@de.ebmpapst.com

[presse@de.ebmpapst.com](mailto:presse@de.ebmpapst.com)

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2010 at "their" trade show booth. It was an experience the participants will surely never forget.

**Figure 1:** Happy to win the Golden Apple: The award winners, ebm-papst Press Spokesperson Hauke Hannig and trainee Eva-Maria Dörr, at the ceremony in Berlin.

**Figure 2:** Press Spokesperson Hauke Hannig and Eva-Maria Dörr surrounded by the officials of the BdP.

### **About ebm-papst**

The ebm-papst Group is the world's leading manufacturer of fans and motors and is a pacesetter for the ultra-efficient EC technology. In the last fiscal year 09/10, the company generated turnover of 986 million EUR. ebm-papst employs over 10,000 people at 17 production facilities (including Germany, China, USA) and 57 sales offices worldwide. Products of the global market leader are represented in many industries, including ventilation, air-conditioning and refrigeration technology, household appliances, heating engineering, in IT/telecommunications applications, as well as those in automotive and commercial vehicle engineering.

More information can be found at [www.ebmpapst.com](http://www.ebmpapst.com) or is available from  
Hauke Hannig – [hauke.hannig@de.ebmpapst.com](mailto:hauke.hannig@de.ebmpapst.com) – +49 7938-81-7105

Hauke Hannig  
Press Spokesperson / Assistant to the  
Chairman of the Board of Managing  
Directors  
ebm-papst Group  
Phone +49 7938-81-7105  
Fax: +49 7938 / 81-97105  
Mobile: +49 171 / 36 24 067  
[Hauke.Hannig@de.ebmpapst.com](mailto:Hauke.Hannig@de.ebmpapst.com)  
[http://twitter.com/ebmpapst\\_news](http://twitter.com/ebmpapst_news)  
[www.ebmpapst.com](http://www.ebmpapst.com)

Author: Linda Hener  
Press Office Intern  
Phone +49 7938 / 81-7949  
[Linda.Hener@de.ebmpapst.com](mailto:Linda.Hener@de.ebmpapst.com)

[presse@de.ebmpapst.com](mailto:presse@de.ebmpapst.com)

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