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Robe International Distributors Conference 2011 - Awards

The 4th Robe lighting International Distributors Conference (IDC) Awards, staged in Frankfurt a day ahead of the 2011 Prolight+Sound exhibition, culminated in a dinner and Awards Ceremony honouring the achievements of Robe's international dealer network.

Attended by 200 people representing about 100 countries and territories worldwide, Robe's MD Josef Valchar and Sales Director Harry von den Stemmen presented 28 Awards recognising the incredible hard work and positive energy put in by everyone in the Robe family over the last 2 years since the previous IDC

The Awards encompassed Best Debuting Distributors, Outstanding Performance, Best Digital Product Sales, Best Technical Support, Best Overall Performance, Continuity, Partnership and for the first time, the new categories of Best Install/Project/Live Events.

The whole International Distributor Conference was a massive success and a great motivator for Prolight+Sound where Robe launched 5 innovative and very exciting new products (see separate news story).

Says Josef Valchar, "The Conference and Awards saw an impressive turnout and really reinforced our belief that investing in the right people with the right attitude creates a hugely dynamic international team with the imagination, enthusiasm and dedication to drive our brand forward. We rely on their continual feedback and interaction to help us in planning our next moves, and we're not just thinking in terms of 2011, we are thinking for the next decade and beyond!























