

BOOK LAUNCH SUCCESS STORY

Ziemlich Bester Ruhestand From Book to Brand Experience

CLIENT

Ziemlich Bester
Ruhestand

INDUSTRY

Professional Coaching
and Author

SERVICE

End-to-End Event Production

01 Resume

How Karla Ide, Partner and Marketing Director at PRESSE SPA, designed and produced the launch of Ziemlich Bester Ruhestand at THE GATE Berlin, turning the publication of a book into an editorial, content and networking experience.

02 THE CHALLENGE

For the launch of Ziemlich Bester Ruhestand, the objective was to create a moment worthy of Peter Lennartz's project and to:

- officially introduce the book,
- position Peter as an author and leading voice on retirement,
- spark conversation around his ideas,
- bring together a relevant audience,
- create content around the launch,
- and transform a publication into a memorable brand experience.

The answer was to bring the launch into the physical world.
And to do it in Berlin, the city where the project is being developed.

03 THE CONCEPT

A book about a new stage of life needed more than a presentation.
The launch was designed as an experience combining:

CONTENT

Conversation, book presentation and storytelling.

EXPERIENCE

A carefully produced setting designed to welcome guests and encourage interaction.

BRAND

A fully considered environment aligned with the world of Ziemlich Bester Ruhestand.

NETWORKING

An event designed to bring people together around the subject and the project.

POST-EVENT CONTENT

Audiovisual and photographic assets designed to extend the life of the launch beyond the evening itself.

04 **END-TO-END PRODUCTION**

The entire launch was conceptualised, managed and produced by Karla Ide, Partner and Marketing Director at PRESSE.

From planning through to execution, Karla led:

Event Concept & Strategy

Defining the format, experience and narrative.

Production

End-to-end coordination of the event and suppliers.

Venue

THE GATE Berlin como espacio para el lanzamiento.

Branding & experience

Bringing the Ziemlich Bester Ruhestand identity to life throughout the event.

Content

Developing the narrative and communication elements.

Guest & coordination

Managing attendees and the overall guest experience.

Photography & Audiovisual Content

Creating content to document and amplify the launch.

Event Marketing

Connecting the physical launch with the project's content and digital presence.

18 SEPTEMBER 2025

Berlin. THE GATE. A Book. A New Chapter.

On 18 September 2025, Ziemlich Bester Ruhestand officially launched its book at THE GATE Berlin.

The event brought together the editorial world of the book and a carefully designed live experience created to encourage conversation and connection.

It was not simply a book presentation.

It was the moment when the book moved from the page into real life.

05 **MORE THAN A LAUNCH**

A traditional book launch ends when the presentation ends.

This project was designed differently.

The event became content.

The production generated:

Event Photography

Audiovisual Content

Content Around Peter Lennartz

Editorial Content About the Book

Conversations & Networking

Assets for Digital Amplification

In this way, a single live experience generated multiple communication assets.

Marketing + Production + Experience

The value of the project lay in connecting three dimensions that would typically operate separately:

MARKETING STRATEGY → EVENT PRODUCTION → CONTENT & AMPLIFICATION

Karla led the process from beginning to end, ensuring that the live experience, the brand, the content and the communication objectives all spoke the same language.

07 THE RESULT

A launch that transformed a publication into a brand moment.

The launch of Ziemlich Bester Ruhestand enabled the project to:

Officially introduce the book in Berlin
Create a live experience around Peter Lennartz
Connect community, content and networking
Generate reusable audiovisual and photographic assets
Bring the book's concept to life beyond its pages
And, above all:

Create a moment capable of keeping the conversation alive long after 18 September.

08 THE METHOD

Think. Produce. Connect. Amplify.

This project is a strong reflection of how Presse works:

THINK

Define what we want to communicate and why.

CREATE

Build an experience that brings the idea to life.

PRODUCE

Make every detail work.

CONNECT

Bring the right people into the same room.

AMPLIFY

Turn the experience into content that continues working long afterwards.

09 THE PRESSE TAKE

A good launch is not simply the day you introduce a product.
It is the moment when people experience it, talk about it and want to become part of the story.

Ziemlich Bester Ruhestand x Karla Ide

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Karla Ide
Partner & Marketing Director



