

Marketing skills lab



08-2026



Marketing skills lab



Welcome

01. We meet quarterly
02. We share experiences
03. We interact & collaborate
04. We learn & grow
05. We record and release presentations

2026 Topic Library

WHEN	MARKETING SKILLS LAB TOPIC	LEARNINGS	WATCH
Q1	2026 MARKETING & EVENTS PLAN	Overview of the 2026 Q1+Q2 marketing activities and events calendar. Be the first to know what is coming!	5 min
	TK EMEA MARKETING CLOUD	What is it and how to get access? What assets can I find? Deepdive on social media assets for dealers & Evolution Product Toolbox	15 min
Q2	TK EMEA BRAND CENTER	Why is it important to use approved assets ? Need to know : Correct Thermo King logo & common mistakes Build & customized for 3 target audiences Find asset downloads, templates and get inspired	10 min
	SOCIAL MEDIA BEST PRACTICES	5 steps to build a strong LinkedIn post. Tutorial to a Fuel Efficiency LinkedIn Post Tip: use our prebuild social media templates & content	8 min
	MARKETING COOP BUDGETS	What is coop and how much can I claim? How are we spending our budget & How should we spend our budget The ideal channel mix for dealers	7 min

Marketing skills lab



Agenda

01. Marketing activities Q3+Q4
02. Crafting marketing emails that convert
03. TK Events Look- & Playbook
04. IAA deep dive
05. Wrap up and Q&A

2026 Marketing & Events Plan

Q3
Q4

Events

IAA	15-20 September 2026	Hannover, DE
Innotrans	22 – 25 September 2026	Berlin, DE
Intermodal Europe	10-12 November 2026	Rotterdam, NL

Products

Advancer S – low GWP refrigerant – Launch at IAA + Q4 promotion
 E-Volution Undermount – Pre-launch at IAA
 E-Volution – Reminder value proposition and assets

Campaigns

Tradeshow social media promotion
 Energy efficiency and fuel savings
 Low GWP refrigerants & Life Cycle Assessment
 ePTO, EcoMode and ICE vehicles compatibility for electric products
 Services & Solutions to enhance your unit performance

Editorial

IAA – highlights recap blog
 Energy efficiency dossier
 Service & Solutions - series of blogs
 LCA / Refrigerant - series of blogs

MARKETING EMAIL BEST PRACTICES

Why email still matters

01

Direct channel to customers

02

Supports service, sales, and campaigns

03

Measurable and easy to optimize

04

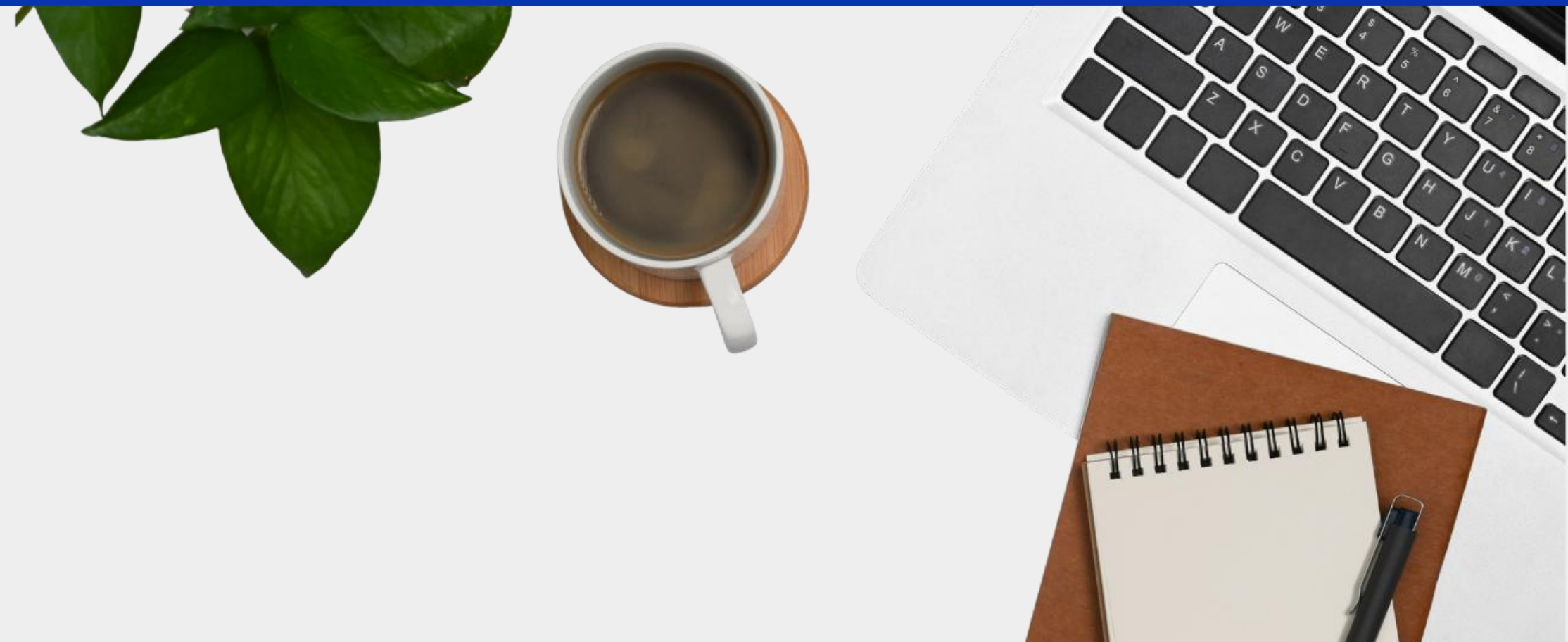
Better emails drive better action

One email =
one goal



Know your audience

- Right target
- Relevant message
- Real need





The email we'll review today

 THERMO KING



E-VOLUTION E-Series for Large Truck

The electric unit your fleet can't resist

[Dear Customer,]

Whether you are embracing full electrification or looking to maximize the efficiency of your existing diesel fleet, you now have the single, definitive answer.

E-Volution is the expanded E-Series for Large Trucks ([E-1200e](#) and [E-1600e](#)). It is the most compatible and adaptable portfolio to date.



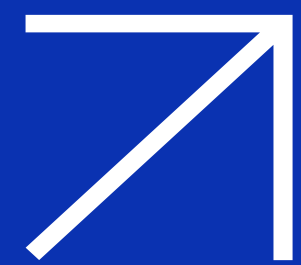
**One unit, universal
compatibility**

The E-1200e and E-1600e are the



Efficiency that pays off

Renowned inverter technology
with variable speed architecture is



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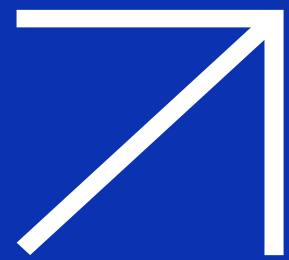
One unit, universal compatibility

The [E-1200e](#) and [E-1600e](#) are the perfect fit for any fleet. Available



Efficiency that pays off

Renowned inverter technology with variable speed architecture is utilized to ensure high energy



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One unit, universal compatibility

The [E-1200e](#) and [E-1600e](#) are the perfect fit for any fleet. Available in both single- and multi-temperature configurations, they offer complete compatibility with both electric and fuel-driven large trucks. Whether you rely on battery power or alternator power, E-Volution provides the flexibility to serve them all.



Efficiency that pays off

Renowned inverter technology with variable speed architecture is utilized to ensure high energy efficiency. On engine-driven vehicles, this results in up to 45% reduced CO2 emissions compared to traditional diesel cooling units over the unit's lifetime. Additionally, the alternator system is up to 50% more efficient than competitive hydraulic systems.



Space where it matters

The unique slim design of these units offers you valuable freedom. You can choose to decrease the box height for easier access to low-clearance areas, or utilize that space to increase cabin size for greater driver comfort.



Silent and city-ready

Thanks to a purpose-built, all-electric architecture, you will spend less time maintaining belts, pulleys, and filters, and more time earning on the road. This fully electric cooling, paired with geofence-activated and Peak certified Whisper Pro mode, grants E-Volution access to inner cities and noise-regulated areas.

Contact us

Reach out to us today to discover more about how E-Volution can benefit your fleet.

Best regards,
[Dealer Name]

[Insert your contact details here]

Write a
subject line
that earns
the open



E-VOLUTION
E-Series for Large Truck

The electric unit your fleet can't resist

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Best regards,
[Dealer Name]

[insert your contact details here]



Send

From 

To

Cc

Bcc

evi_derese@thermoking.com

 THERMO KING

Subject

Meet E-Volution: The electric answer for every large truck

 THERMO KING



Lead with customer value



E-VOLUTION E-Series for Large Truck

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Include one strong call to action



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THERMO KING

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The hook

Call to action

Footer



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Smarter email marketing starts in the Cloud

 TK EMEA Marketing Cloud

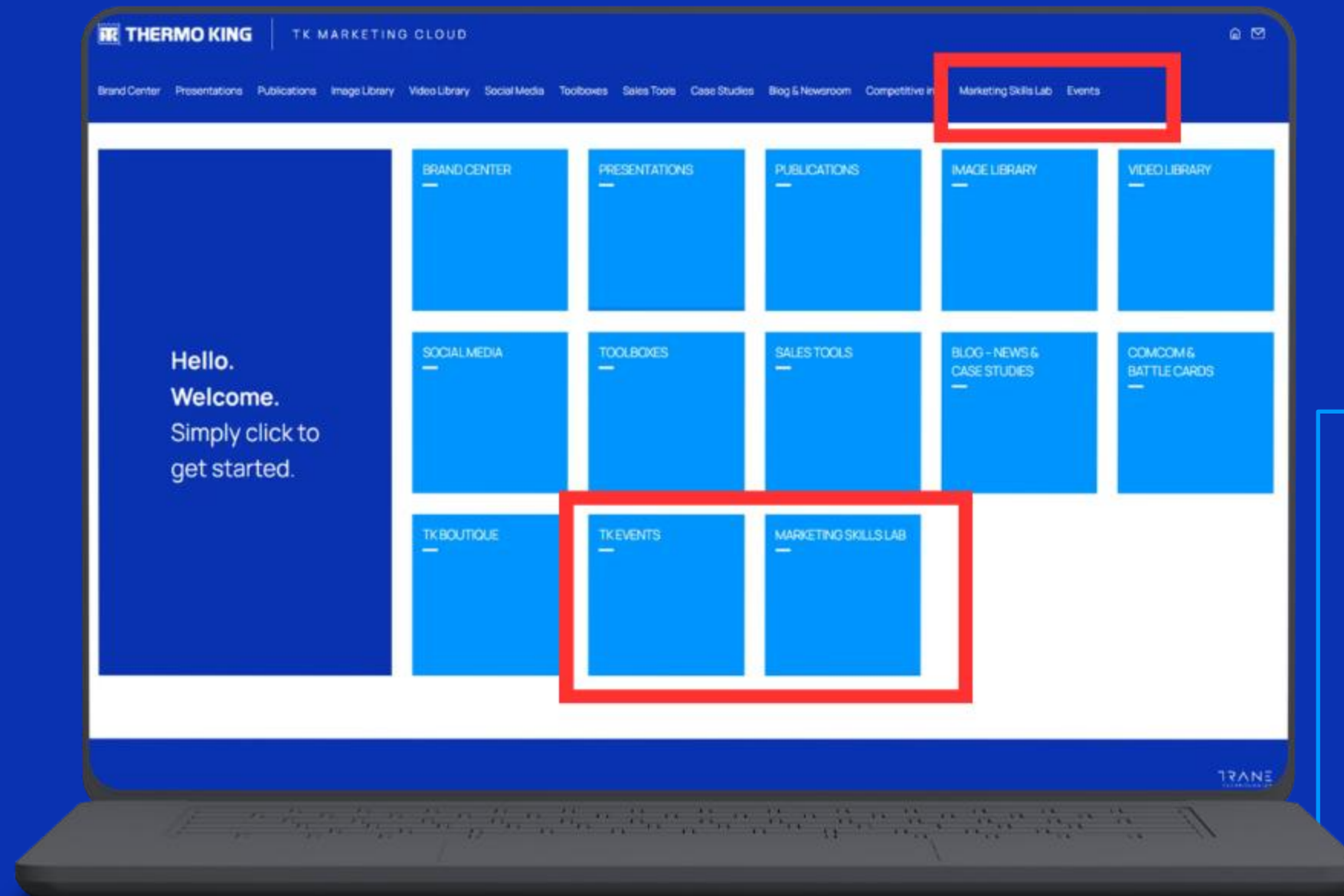
 Toolboxes

 Add your personal contact
details and send

TK EVENTS

How to make the most
out of your event

Assets on Marketing Cloud > Events



How to access the TK Marketing Cloud

I have access to Infocentral

1. Log in to iService
2. Select EMEA Infocentral in the navigation
3. Click on TK Marketing Cloud on the Infocentral home page

I have access to ClimateZone

1. Log in to ClimateZone
2. From the top navigation, open About Our Company, then select Our Businesses
3. Choose Thermo King EMEA
4. Navigate to TK Marketing Cloud

TK EVENTS PLAYBOOK

Every B2B event follows these 5 stages

Defining the event strategy

- Objectives
- Audience
- Format & Size
- Budget & Timeline
- Date & Location
- Team & Roles

Prepare communication plan

- Save-the-date
- Formal invitation
- Reminder email
- Internal briefing for hosts/speakers
- Post-event thank-you / follow-up

Measure success

- Registrations
- Attendance per tier (KA SME)
- Leads opportunities
- Feedback / Lessons learned
- Follow up



Plan the customer experience

- Registration & Welcome
- Branding & Messaging
- Presentations
- Networking
- Catering
- Entertainment

Cover the logistics

- Build an event team
- Assign roles & responsibilities
- Secure venue / catering
- Inform speakers / dignitaries
- Order event assets
- Order merchandising
- Location set up & branding
- Send Invitations
- Follow up on registrations
- Promote the event
- Inform local press
- Book a photographer
- Thank attendees
- Create event toolbox

Define the event strategy

Before you start, think about

Purpose: What is the event meant to achieve?

- Generate leads
- Strengthen dealer-customer relationships
- Showcase products/services
- Promote maintenance programs, uptime solutions, or new technology

Audience: Which customers are being invited?

- Fleet owners
- Operations leaders
- Service managers
- Refrigerated transport customers
- Prospects vs existing customers
- Press, local dignitaries

Format: What kind of event will it be?

- Open house
- Lunch-and-learn
- Product showcase
- Service clinic
- Facility tour
- Customer appreciation event

Size: Expected number of attendees

Date/location:

- Preferred date (Backup date)
- Venue/site

Team & Roles :

Build a team & Assign responsibilities

Define the event strategy

Create a one page event plan that includes:

- Event name
- Objective
- Target audience
- Hosting dealer(s)
- Location
- Date/time
- Budget
- Agenda
- Build a retro planning / timeline
- Owners for each task
- Success measures



TK EVENTS LOOKBOOK

POSTERS & WALLPAPER

 THERMO KING



ROLL UP BANNERS

 THERMO KING



FLAGS

 THERMO KING



FENCE BANNERS

 THERMO KING



Posters



Use posters in :

- Reception areas, hallways & meeting rooms
- Pop-up events
- Tradeshows



[VIEW & DOWNLOAD](#)



[VIEW & DOWNLOAD](#)



[VIEW & DOWNLOAD](#)



[VIEW & DOWNLOAD](#)

How to get ?

1. Download the print file
2. Send to your local printer for production

Wallpaper

Use Wallpaper in :

- Reception areas, hallways & meeting rooms
- Pop-up events
- Tradeshows

How to get ?

1. Download the print file
2. Send to your local printer for production

[VIEW & DOWNLOAD](#)[VIEW & DOWNLOAD](#)[VIEW & DOWNLOAD](#)[VIEW & DOWNLOAD](#)

Small booth



THERMO KING

THERMO KING

THERMO KING

Uw partner
in transport
koeling

Votre partenaire
en transport
frigorifique

Size: 3 x 3 m

Example setup:

- 3 inner walls
- 1 bar table + 2 chairs
- 1 LCD screen

TRANE
THERMO KING

IAA 2026

Hannover, Germany
15-20 September 2026

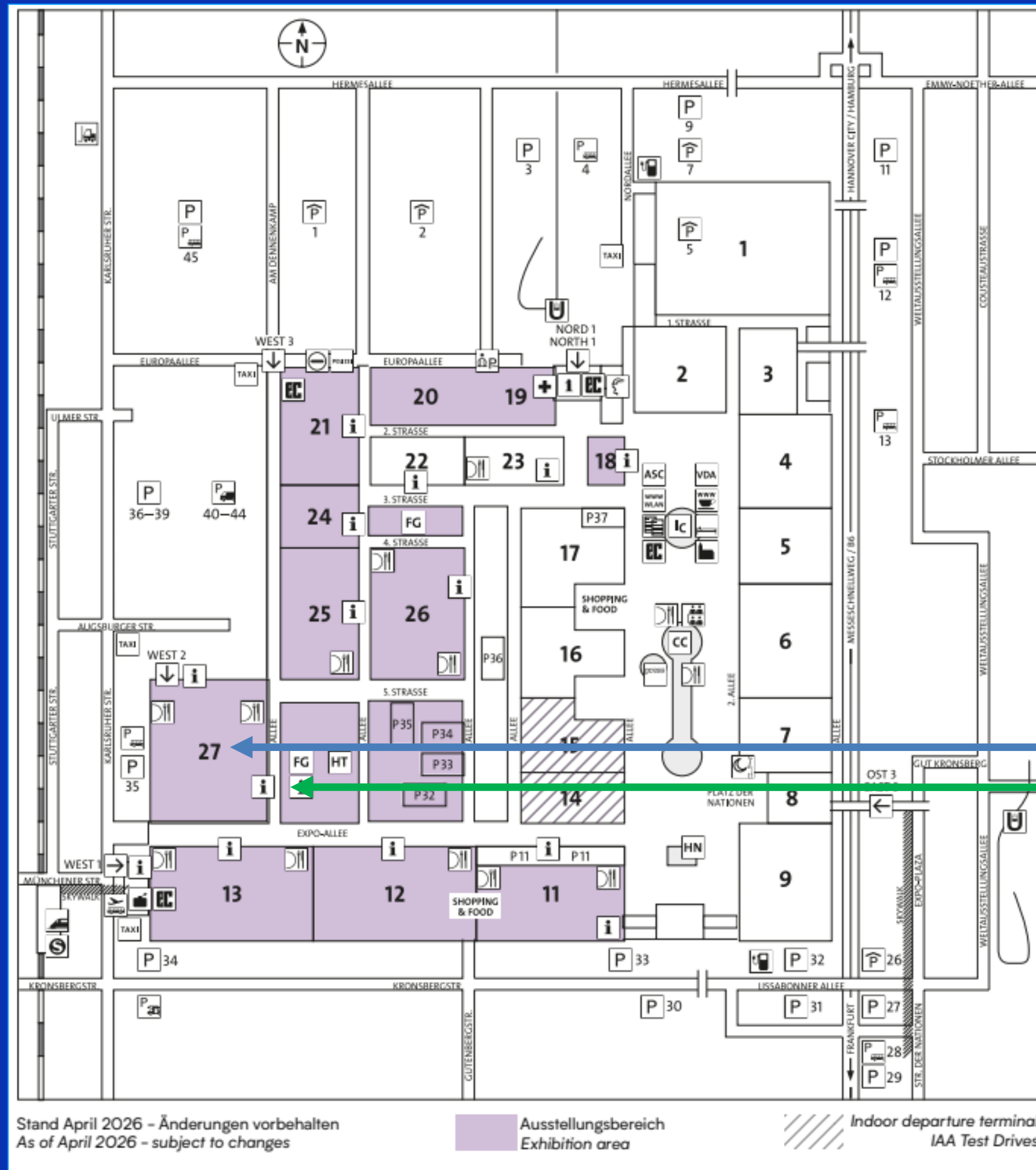
Show details

Date	Tuesday 15 till Sunday 20 September 2026
Press day	Monday 14 September 16:00
Venue	Hannover Messe, Germany
Opening hours	Daily from 9:00 – 18:00 Sunday 9:00 – 16:00
IAA website	Click here

Thermo King @ IAA

Hall 27, Stand C22 – 360m² + 500 m² outside

Units on display inside	Advancer S	A-500Se	New	Services & Solutions	Max your Cool - Services & Solutions Rental Solutions Digital Solutions
	E-Volution	UT-1600Se	New		
	E-Volution	E-120S0e	Updated		
	E-Lite	E-200e			
	E-Edge	E-500e			
	Advancer	Future concept			
Functional areas	Info kiosk			Vehicles outside	2 Trucks: E-Volution Spectrum & V-1000 2 Trailers: ePTO & AXPO Rental 1 LCV: E-200
	Bar				
	Lounge area				
	2 meeting rooms (1 x 8 p + 1 x 6 p)				
	Storage / Office / Lockers				
	Kitchen				



Hall 27, stand C22 – 360m²

Inside stand

Outside stand

Freigelände, stand nr M43 – 508m²

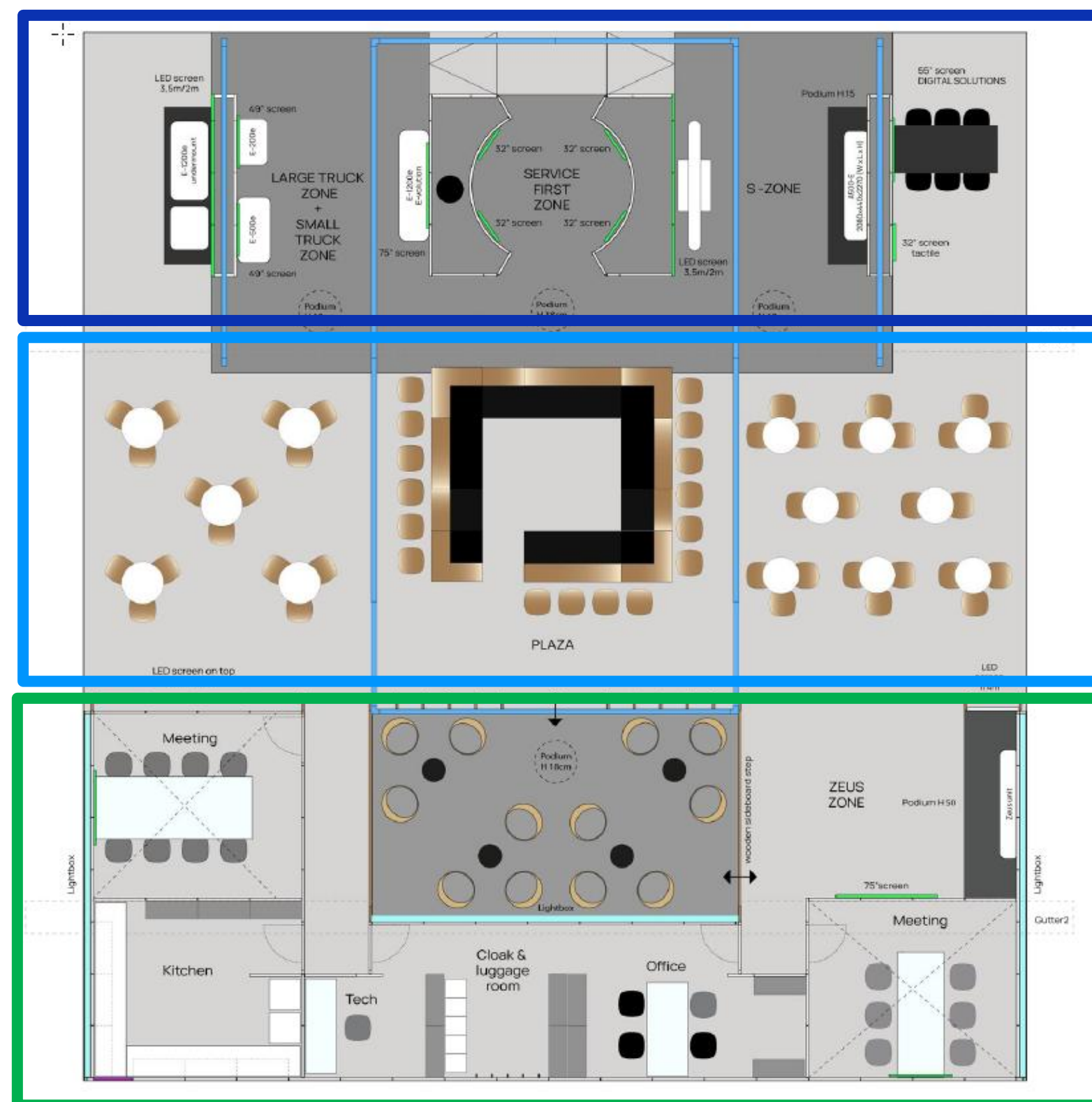
IAA 2026

Location

Products & Services

Networking

Meeting rooms & functional areas



IAA 2026

Floorplan

IAA 2026

Visuals



IAA 2026

Visuals



IAA 2026

Outside



Theme & Concept



 - zone

electric, from e to z

Screens

Products	Advancer S	A-500Se
	E-volution	UT-1600Se
	E-volution	E-120S0e
	E-Lite	E-200e
	E-Edge	E-500e
	Advancer	Zeus
Other	2 x TK value proposition	
	4 x Max your Cool	
	1 Infokiosk screens	
	(e-zone site + brochure library to download)	

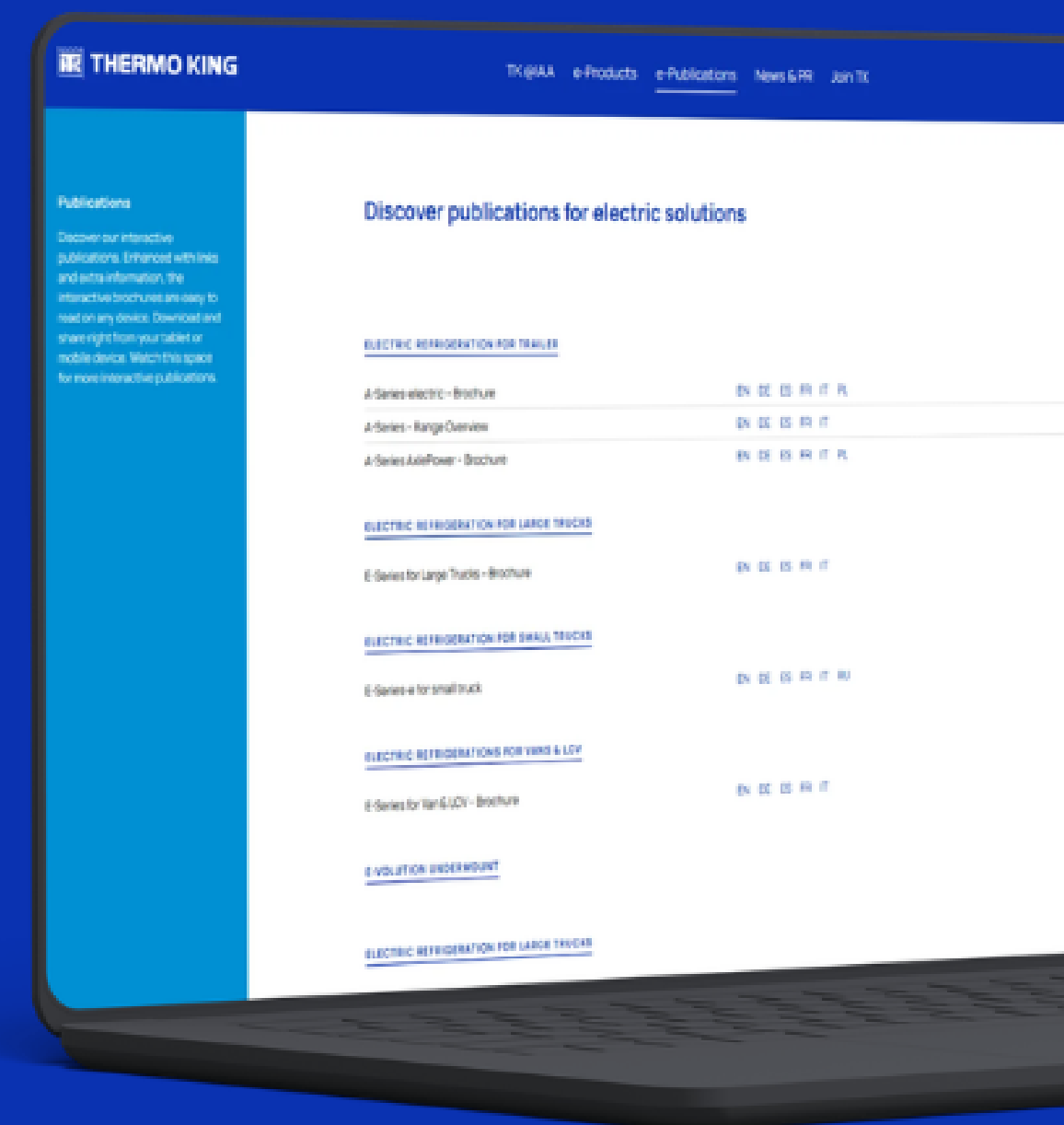
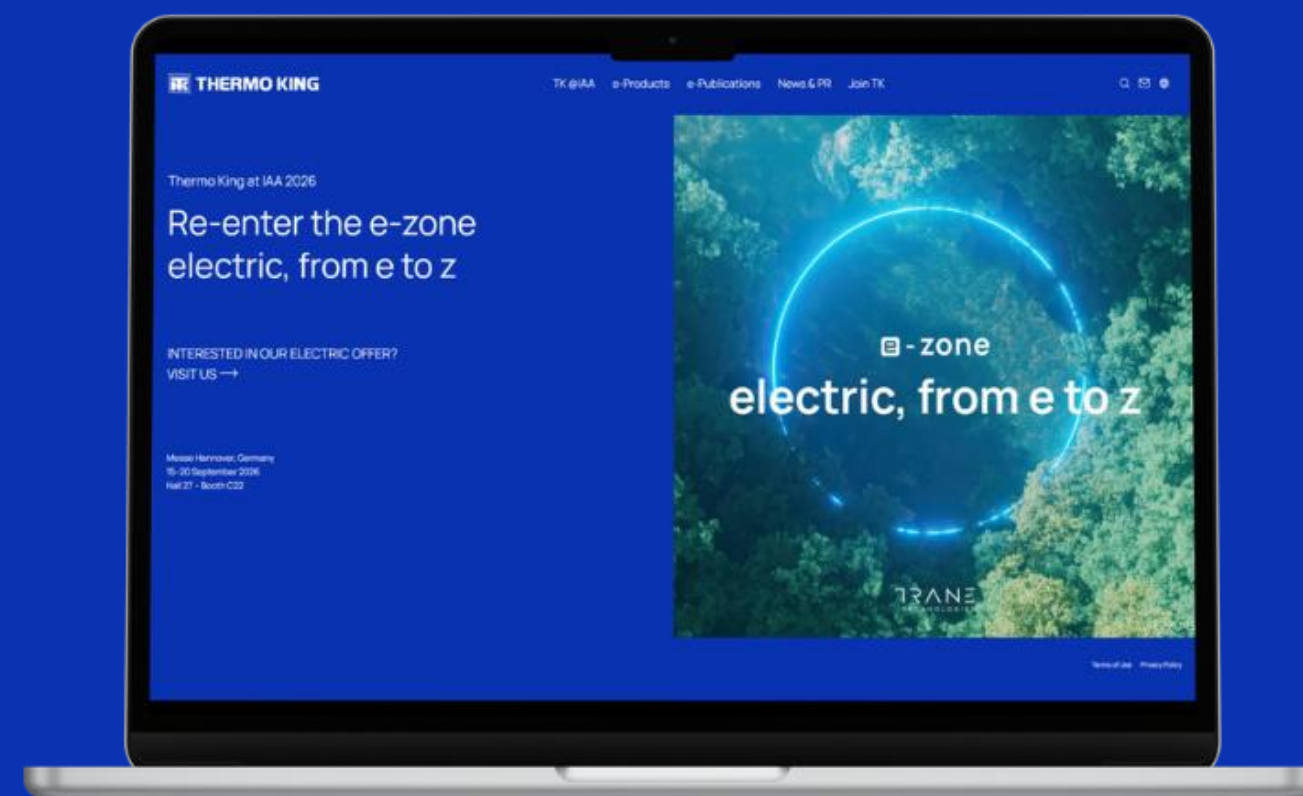
Every product ppt to mention (if relevant)

- Electric compatibility with ICE
- Digital solutions
- Fuel efficiency
- Power Solutions / focus ePTO
- LCA / A2L

Info kiosk

In line with our sustainability commitment, we will have no printed brochures.
All brochures will be available digitally only

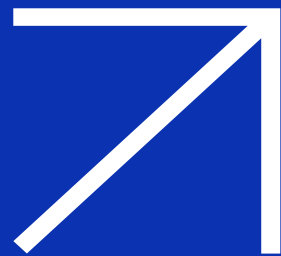
Product brochures › scan QR code on screen
Brochure library › Go to the Infokiosk at the stand and select the brochure



Pre-show promo

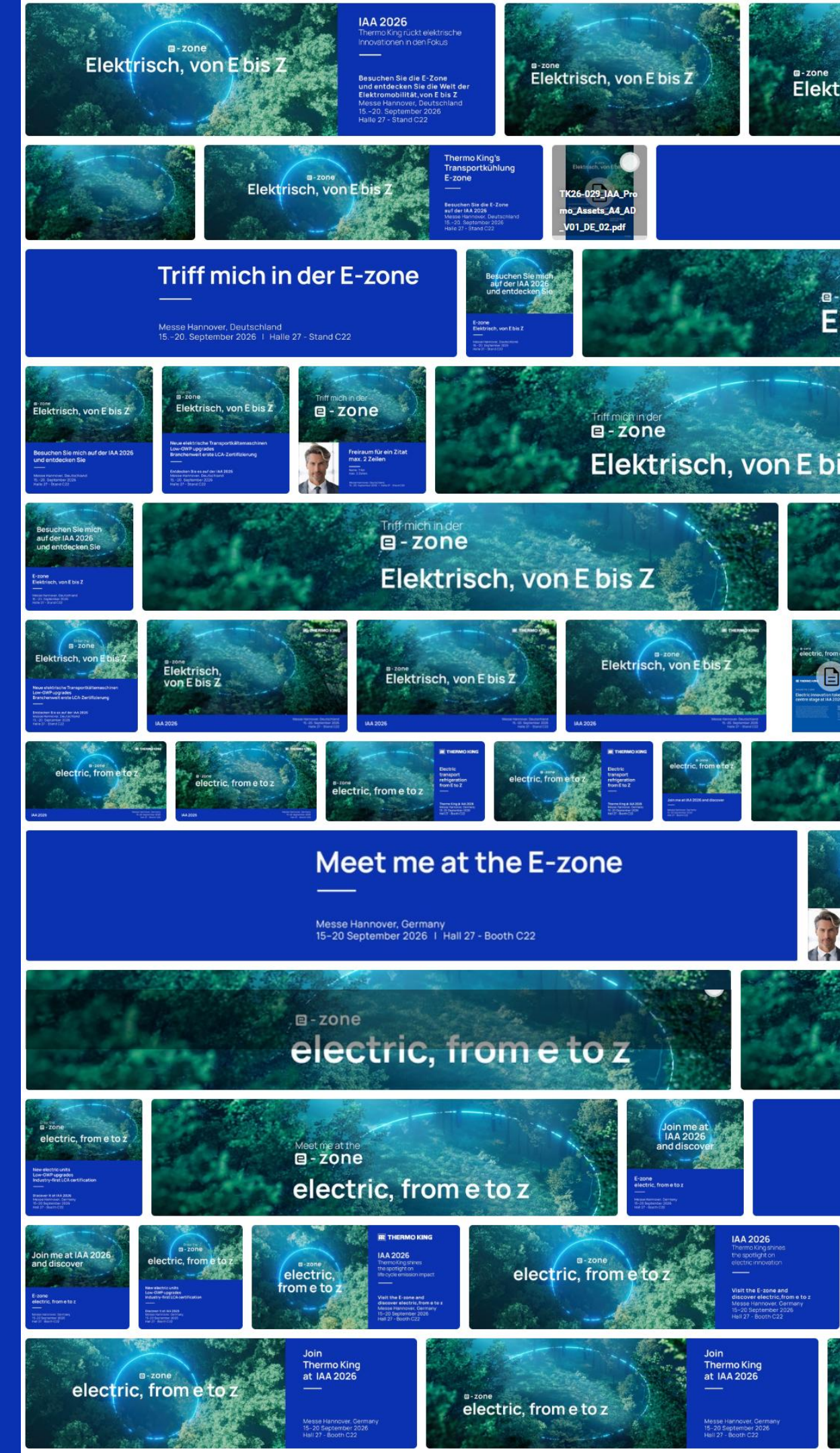
Promo assets EN + DE

- E-invitation (editable)
- Web banners
- Teams backdrops
- Email signatures
- Advertisement



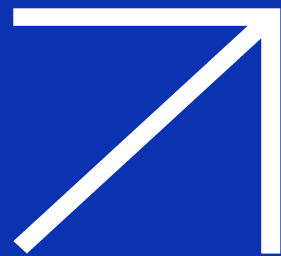
Now available to download
on the Marketing Cloud > Events

IAA 2026

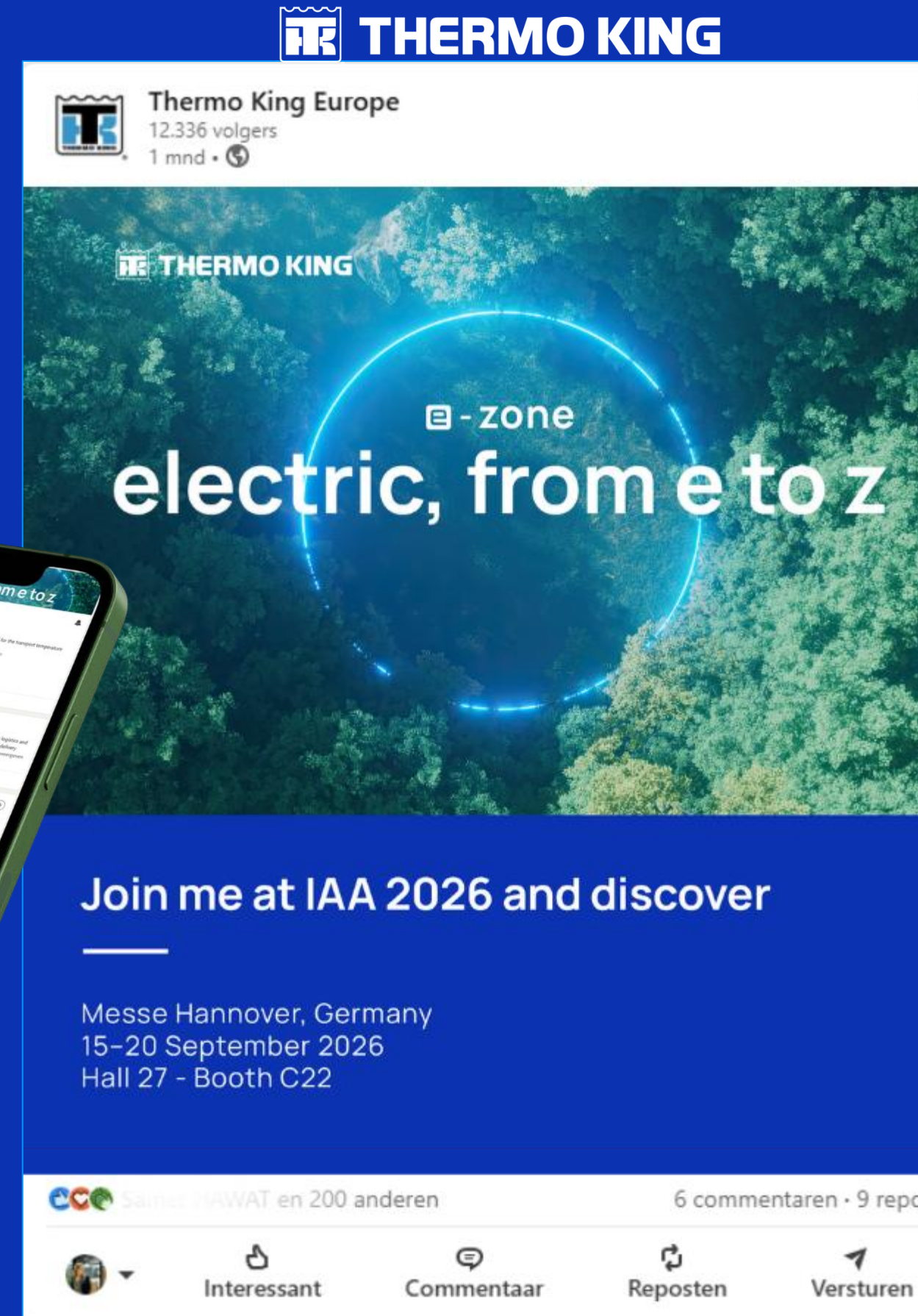
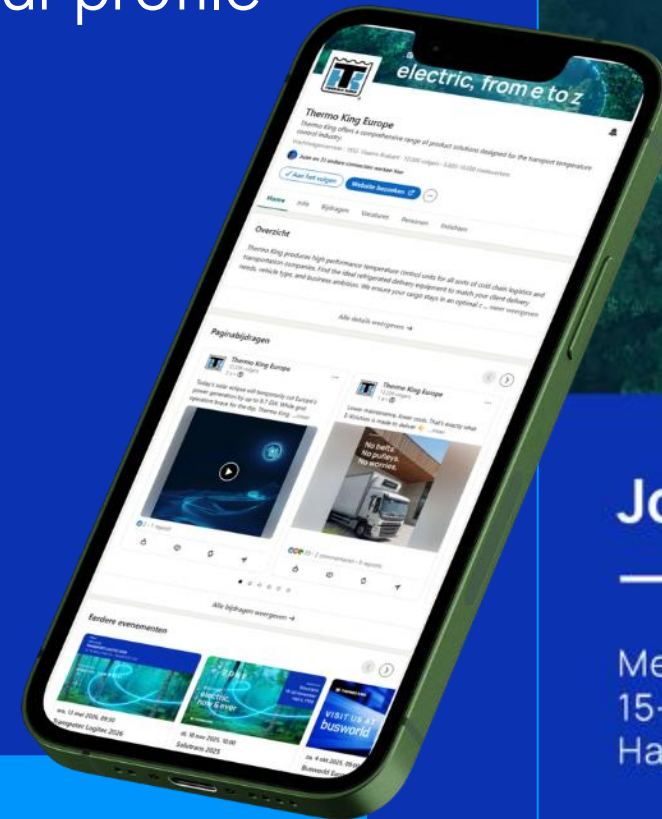


Pre-show promo LinkedIn Banners EN + DE

Use the banners to temporarily change your profile



Now available to download
on the Marketing Cloud > Events

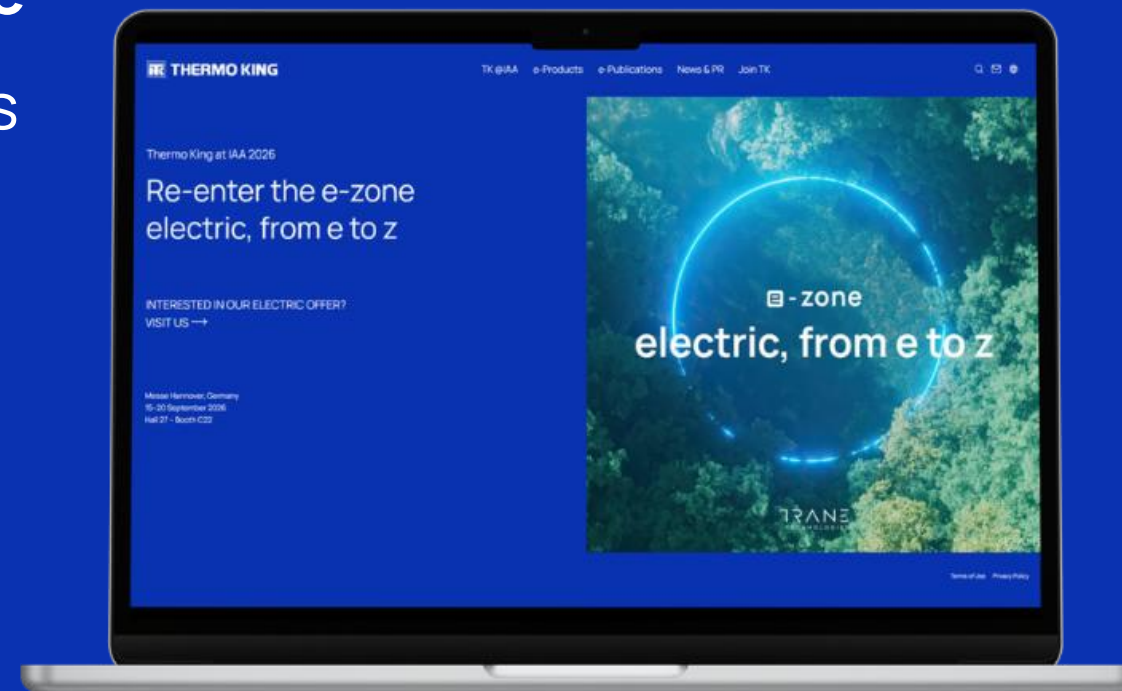


Join me at IAA 2026 and discover

Messe Hannover, Germany
15-20 September 2026
Hall 27 - Booth C22

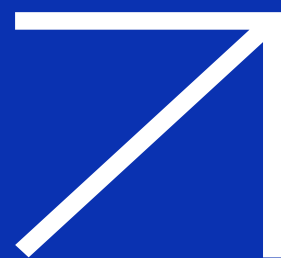
Pre show promo: e-zone landing page & social media campaign

e-zone landings page
Teasing + live updates



Social media campaign

- 4 weeks ahead of IAA
- Target + geolocation
- LinkedIn + Facebook



Europe.thermoking.com/e-zone



PR & social media during the show

Press conference at the stand

- Date & time: Monday 14 September, from 16:00 to 16:20
- Duration: 20 min
- Interviews planned (PR team)
- Michal Karkozska present during the show

Social media

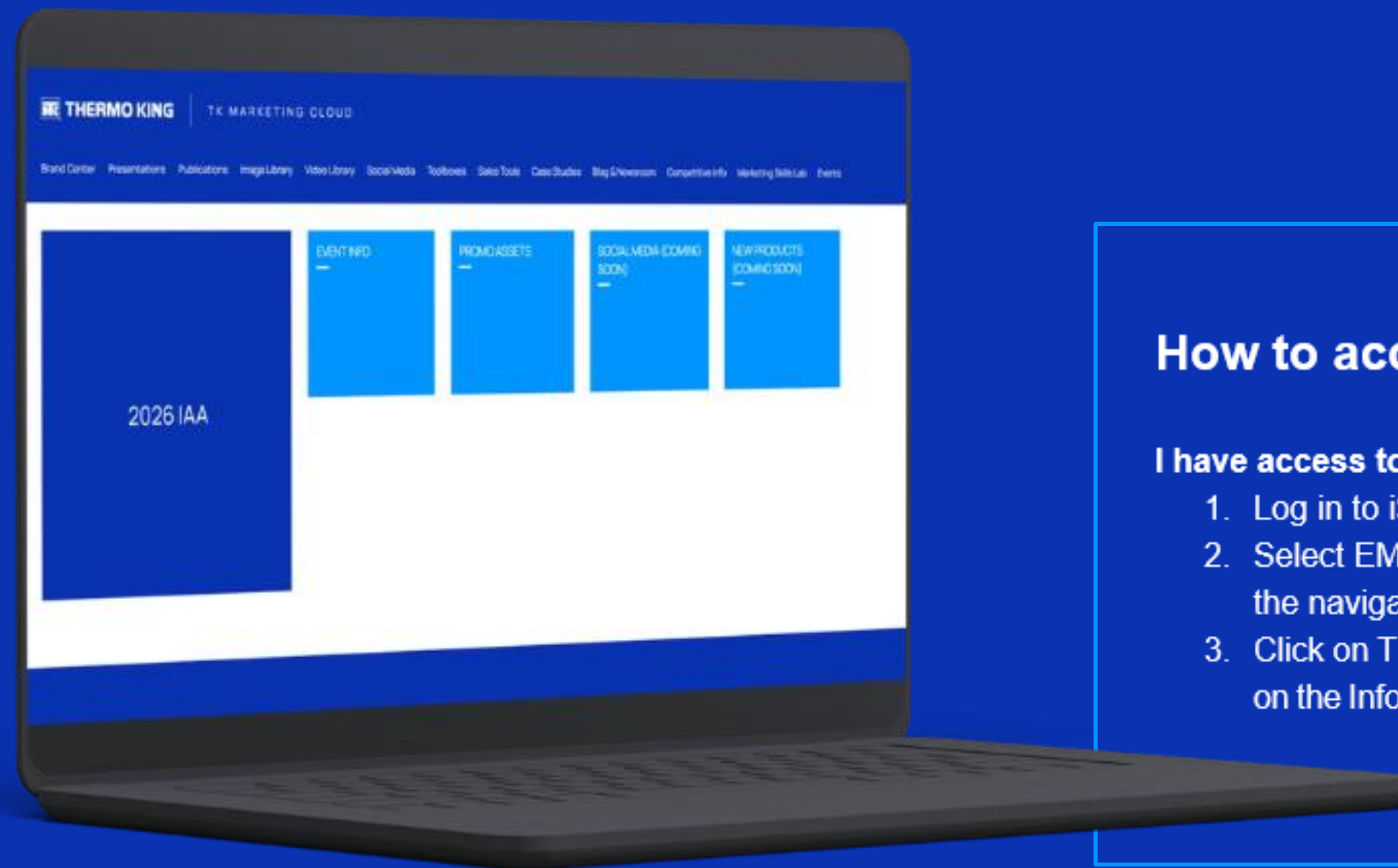
- Campaign continues during show with live posts from the stand
- Live posts from IAA (videos and interviews)
- Please send pictures for social media to evi_derese@thermoking.com

Advertising

- Concepts available on the cloud



Assets on Marketing Cloud > Events



How to access the TK Marketing Cloud

I have access to Infocentral

1. Log in to iService
2. Select EMEA Infocentral in the navigation
3. Click on TK Marketing Cloud on the Infocentral home page

I have access to ClimateZone

1. Log in to ClimateZone
2. From the top navigation, open About Our Company, then select Our Businesses
3. Choose Thermo King EMEA
4. Navigate to TK Marketing Cloud

Practical: Merchandising

350 Goodie bags, pre-filled with

TK branded

- Notebook & pen
- Mints
- Keyring
- Smart Wifi Plug
- Desk gadget & USB hub



Practical: Visitors info

1 Day Entry tickets

A limited amount of 1 day tickets are available.

Book a meeting room in advance

We have several meeting spaces at our stand.

Reservations are possible and needed.

Please note that priority will always be given to customer meetings.

Name Badge

We can create a name badge.

Send request no later than 31/8 .

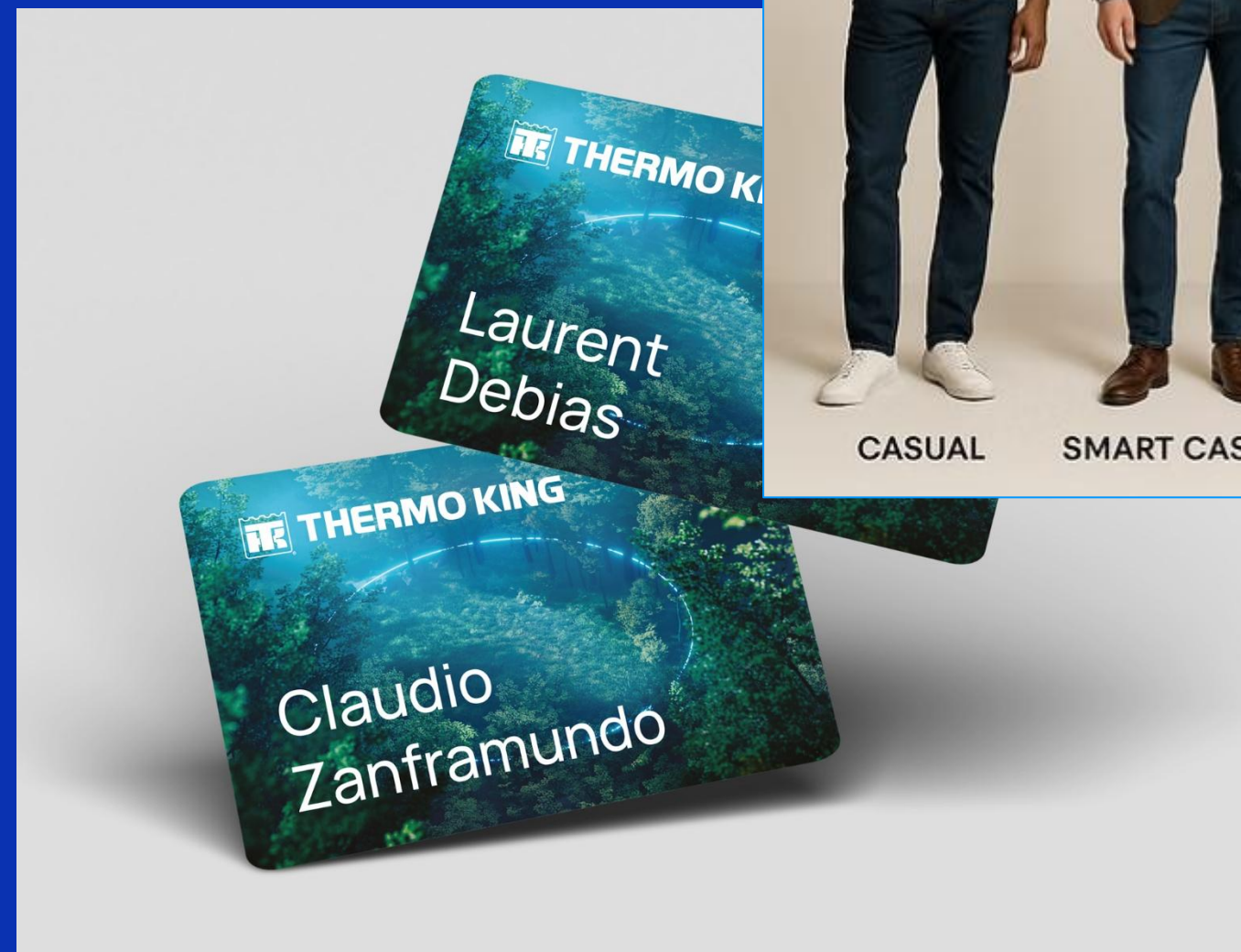
Collect your badge at the stand .



Send an email to
events.europe@thermoking.com
if you want tickets, need a badge or want to
book a meeting room

Practical info : Dress code

- Business casual, smart casual
- Preferred colour pallet: blue / light blue shirt
- Thermo King badge



Evaluate: KPI and reporting on ROI

During the show we need to capture attendance and leads to report ROI on our participation.
Leads scan tool available.

Measured in leads app

- #visitors on booth
- # badges scanned
- #leads entered
- # new customers vs existing
- Industries represent
- Follow up identified
- Potential / deals in €

Measured outside of leads app

- Number of visitors
- Meeting reports
- Website e-zone traffic
- Press attendance
- Press articles published
- Press interviews
- Social media report
- Linked in growth %
- Brochure downloads



Send an email to events.europe@thermoking.com
if you want to have an account on to use the app

WRAP UP

Marketing skills lab



Key take-aways

01. The strongest emails are focused, relevant, and built to drive action.
02. Successful events create impact before, during, and after the event.
03. Thermo King heads to IAA Transportation 2026
Start using the promotional assets!

Marketing skills lab



We
meet
again



Friday
04/12/2026

Topics

How to successfully launch a new product

The ABC of TK's sales tools

TK Image library & AI image prompting

Marketing skills lab



Recap available via TK Marketing Cloud &
TK Marketing Matters

marketing.europe@thermoking.com

Let's stay
in touch



Thermo King **EUROPE**

europe.thermoking.com

Marketing skills lab



Thank
you