

# PRESS RELEASE

Zukunft Personal, no. 1

## There's a lot going on in the Zukunft Personal universe right now: new content and community platform "ZP 365" provides HR expertise all year round

**Zukunft Personal connects the analogue and digital working worlds**

**Mannheim, 08.04.2020. Change is the new normal. This is now clearer than ever. Crises such as the coronavirus situation affect our professional and private lives and require adaptability. At the same time, two things are becoming increasingly obvious: the need for information is greater than ever – and digital work and communication processes are vital. With this in mind, the Zukunft Personal is now expanding its portfolio. In addition to the successful exhibitions of the Zukunft Personal series, [the new content and community platform "ZP 365"](#) now offers HR expertise all year round.**

From modern working environments to innovative technologies, new methods of working together to smart learning and recruiting tips, not to mention target-oriented CHM measures – Zukunft Personal is using the new content-driven platform ZP 365 to provide answers to all your questions on the permanent changes occurring in the working world. ZP 365 brings current topics and developments in HR management to life all year round. The website provides information beyond the individual exhibitions, and shines a spotlight on trends, developments, key players and innovative products in personnel management.

### **Facing the future in defiance of the crisis – confronting change with content**

Digital work and communication processes are essential nowadays because the demand for information in times of a crisis like this one is greater than ever. From webinars to white papers and specialist articles – people are searching for answers in relevant content. HR management, in particular, thrives on the exchange of ideas and the transfer of knowledge. As a driving force in the HR sector, Zukunft Personal stands for subject expertise and

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Xing group "Personalmessen"

relevant content at the forefront of developments in human resource management. All this material is now available online too, all year round. Visitors to the website can now take a digital look at issues along the classic employee experience life cycle. Recruiting & Attraction, Operations & Services, Learning & Training, Corporate Health and Future of Work guarantee a holistic approach to the working world.

### **New platform, new opportunities – ZP 365 promises a variety of options for everyone involved**

*“We have launched ZP 365 to send out a new signal. We focus on relevant content, expertise and the “we” of an HR community that goes beyond visiting the individual events. The basis for this is the professional content on our platform. ZP 365 also offers new placement and cooperation opportunities for interested and existing sponsors, exhibitors and cooperation partners. We have used new high-quality content formats for all the pages on the new website to increase visibility,”* said Martina Hofmann, Chief Marketing and Communications Officer of spring Messe Management GmbH.

### **About ZP 365**

The Zukunft Personal content and community platform stands for a 360° HR experience – 365 days a year. It presents and explores topics of great relevance to the sector, fuels debates in HR groups, encourages discussions on hot topics and broadcasts live events. In this way, the platform promotes an informative and challenging exchange on topics relating to the world of work. Zukunft Personal thereby connects the analogue and digital working worlds to a new interactive and highly topical content hub.

### **About spring Messe Management GmbH**

spring Messe Management is the European market leader for expos, events and conferences in the fields of human resources, corporate health management and business transformation. Thanks to the company's extensive subject expertise and sustained customer orientation, the brands Zukunft Personal and Corporate Health Convention are now regarded as catalysts for current trends, innovations and management developments. spring Messe Management GmbH is a subsidiary of CluserStill Media Ltd.

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