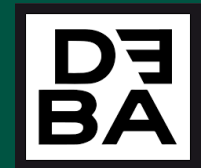




EMPLOYER BRAND EXPERIENCE

INSPIRED BY



More than **22.500 HR-Experts**

Amongst others: HR recruiters,
employer brand manager,
HR marketing manager, brand
manager, marketing director
and many more.

Employer Brand Experience
at the leading **ExCo-Event**
of the world of work
ZUKUNFT PERSONAL EUROPE

„Stress-free and
all inclusive“

Stand packages &
integration opportunities

CONNECT
THE EMPLOYER BRANDING
COMMUNITY

„ Employer branding is the identity-based effective
positioning, both internally and externally, of a company
as a credible and attractive employer.“

DEBA

/ Topics of the EMPLOYER BRAND EXPERIENCE @ ZPEurope20

IDENTITY & BRANDING

How to develop a distinguishing, profiling and forward-looking guiding philosophy? Strong employer brands manage to create the specific employer-identity experience internal and external.

CULTURE & TRANSFORMATION

Culture plays an increasingly important role for the sustainability of the companies in times of fast changing processes and new technological challenges.

RETENTION & ENGAGEMENT

Emotionally committed employees are more satisfied, motivated, committed and in the end simply more productive. In this context, employer branding is an important, though not the only factor influencing the economic success of an organization.

/ EMPLOYER BRAND
EXPERIENCE @ ZPEurope20

Willkommen
zum Case Café!
brunchen mit jeder
zum Networking.

CASE
CAFE

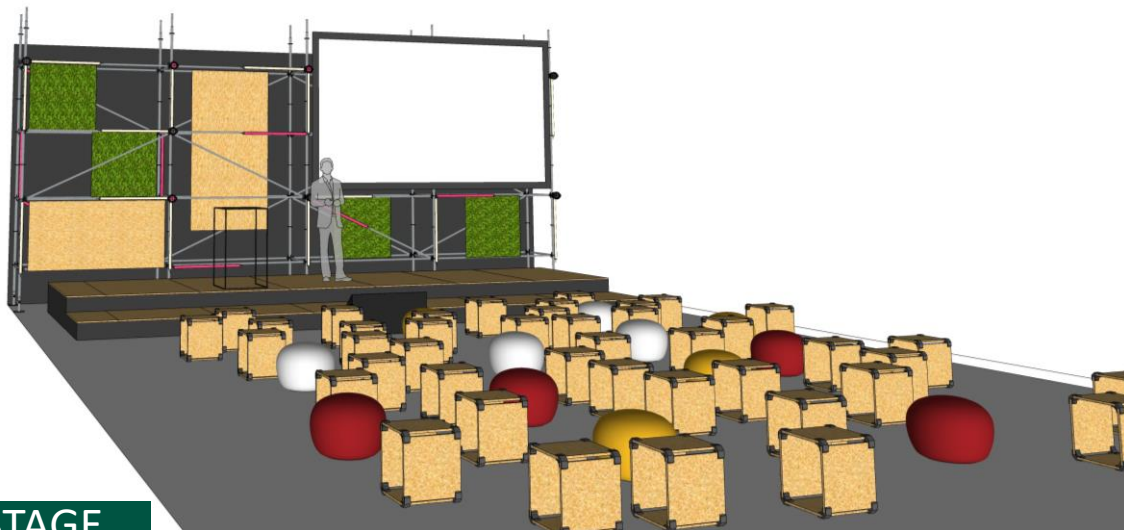
(EMPLOYER BRANDING
PROVIDER)

COMMUNITY
BASECAMP

FITNESS
TRAIL

EMPLOYER
BRAND
EXPERIENCE-
STAGE

/ Employer Brand Experience 2020 Cologne



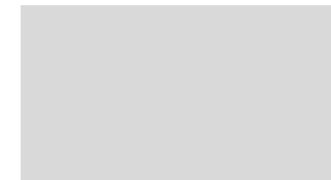
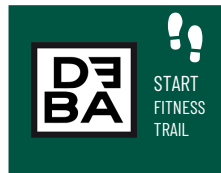
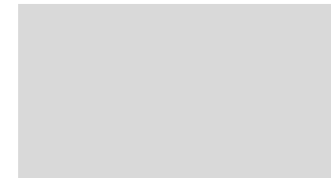
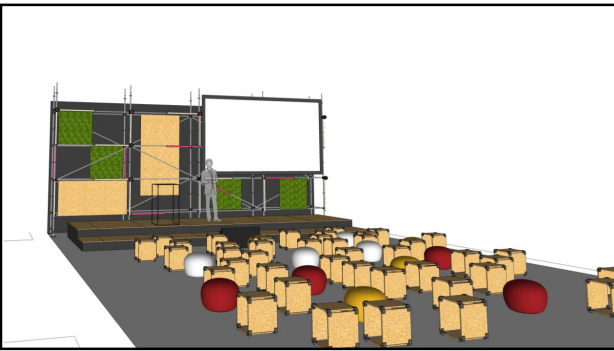
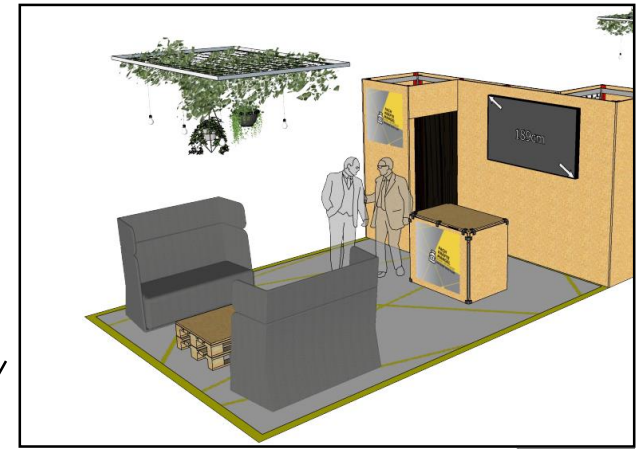
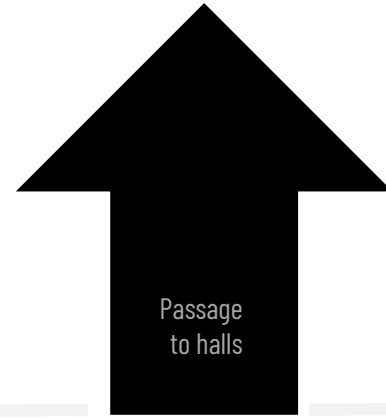
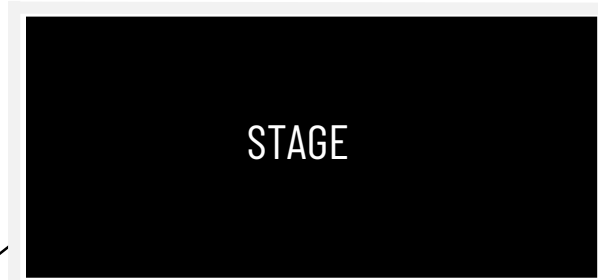
STAGE



CASE CAFE



/ AREA
Hall 4.1



To hall 4.1
Recruiting &
Attraction



/ CASE CAFE STAND PACKAGES

S



STAND SPACE S – 9sqm

Incl. chipboard rear wall with your graphic, folding grid box counter, 1 bar stool, electricity including power consumption, ZP Service Package.

EARLY BIRD until 29.02.2020 4,590 €

regular 5,100 €

Exhibitors of ZPEurope20 3,300 €

M



STAND SPACE M – 15sqm

Incl. chipboard rear wall with your graphic, folding grid box counter, 2 bar stools, electricity including power consumption, 49" LED Screen, Lounge area with table, ZP Service Package.

EARLY BIRD until 29.02.2020 7,560 €

regular 8,400 €

L



STAND SPACE L – 28 sqm

Incl. chipboard rear wall with your graphic, 2-seater sofa, green ceiling suspension, counter incl. graphic, small storage room, electricity including power consumption 75" LED Screen, ZP Service Package.

EARLY BIRD until 29.02.2020 11,430 €

regular 12,700 €

DEEP DIVE

875 €

Brainfood. Intens and guaranteed not dull.

30 min presentation on EBX STAGE
incl. 5-10 min Q&A

DIY SESSION

1,690 €

45 min workshop at the Workshop & Blogger Lounge max. 30 participants

/ EBX FITNESS TRAIL

DEBA and the Technical University Munich (TUM) certify as "Employer Brand Manager in the making."

Visitors of the Employer Brand Experience have the opportunity to visit about 6 stations of the Employer Branding Fitness Course and experience the impulse sessions of the DEBA academy tutors. The starting point is at the DEBA stand, leads through selected Case-Café exhibitors and ends with the final station back at DEBA.

A seminar to go. Certified on site.

Use this opportunity and be part of the EMPLOYER BRAND EXPERIENCE FITNESS TRAIL!



/ THEME SPONSORSHIP EMPLOYER BRAND EXPERIENCE

- # Logo on EBX topic page of the ZPEurope website
- # 2-monthly social media applications for the topic area
- # Comprehensive ticket package (100 free ticket codes to the exhibition, 2 free tickets to HR:Motion)
- # Logo in hall plans, on sponsoring wall & theme-related display presentations
- # Logo on theme-related print media of the exhibition
- # Sponsoring screensavers on all stages
- # Logo & company description on ZPEurope website, home page & multi app
- # 1 DEEP DIVE (30min) at the EMPLOYER BRAND EXPERIENCE STAGE
- # Branding of the EMPLOYER BRAND EXPERIENCE STAGE
- # 2 floor stickers in the EMPLOYER BRAND EXPERIENCE - Area
- # 1 product index entry

13,000 €



/ EMPLOYER BRANDING STAGE - FORMATS

PEOPLE AND STORIES

Incl. Award ceremony of the
Employer Branding Award

DEEP DIVE

Future, background, and
special topics from
the EBX world

