

# PRESS RELEASE

Zukunft Personal Europe, No. 5

## Makeover for Future of Work Village: Experience the digital transformation of the working world at Zukunft Personal Europe

**Cologne, 09.07.2019. A new layout and a new campus – the Future of Work Village at this year's Zukunft Personal Europe will give visitors a comprehensive view of digital transformation. Innovative product solutions and high-calibre speakers abound. For example, Björn Böhning, State Secretary at the Federal Ministry of Labour and Social Affairs responsible for driving forward the digitalisation of the working world will be giving a keynote speech on the new Future of Work Campus on the third day of the exhibition.**

“The digital transformation of companies is proceeding apace and with it the transformation of the working world. HR management has a crucial role to play in this development. After all, the staff are the most important resource for corporate success and need to be involved in these processes and constantly kept in the picture,” explained Christiane Nägler, Group Director Zukunft Personal at the event organiser spring Messe Management.

Against this background, the Future of Work Village will be undergoing a makeover in this anniversary year of Europe's leading expo event. In the area curated by Design Offices in Hall 2.1, the exhibiting transformation drivers are being allocated to one of the four different facets: Spaces, Tools & Methods, Leadership, Culture & Mindset and Skills & Competences and there is an accompanying presentation programme.

“The Future of Work approach is crucial when designing change processes because company transformation can only succeed if the four facets are implemented together,” explained Christiane Nägler.

### Interactive best practices on the Future of Work Campus

This is why the Zukunft Personal Europe is not only giving visitors innovative product solutions but also content-related tools to help shape the working world of the

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Xing group "Personalmessen"

future. The literal centre of the Village is therefore the new Future of Work Campus where visitors will be able to take part in a number of interactive knowledge-based sessions. For example, Christina Bösenberg, Affiliate Partner at Kienbaum and Agile Transformation Architect, and Elly Siegert, Vice President Human Resources at Robert Bosch Power Tools, will be explaining how the global introduction of “all agile HR” in companies can be successful. The Deutsche Netzwerk Büro e.V. (German Office Network) will be giving a presentation on the strategies available for agile working in space and leadership culture.

### **Lukas Sauberschwarz: “Impulses for an absurd working world”**

Is it possible to work less and so achieve more? What happens to work if you no longer have a fixed workplace? Can you be happy in a world with no promotions? Lukas Sauberschwarz deals with these issues in his book “Good Job”. He will be sharing the answers in his keynote speech and a subsequent Q&A session on the Future of Work Campus. The Working Out Loud pioneer Sabine Kluge will be presenting even more tips on how to shape the modern working world in her workshops.

### **Presentation of Best Workplace Award**

The Best Workplace Award will be presented for the second time on the afternoon of the second day of the exhibition by Kununu and the Interior Business Association (IBA). The award's media partner is HAUFE.

### **About Zukunft Personal Europe**

The Zukunft Personal Europe in Cologne is the leading exhibition dedicated to the world of work. This leading European exhibition acts as a catalyst connecting professionals and markets in the fields of HR management, digitalisation and leadership. For three days, the focus is on innovative solutions, high-calibre presentations and networking in the human resource community. Decision-makers, HR professionals and influencers of the working world attend the Zukunft Personal Europe to gain that all-important market overview and share their thoughts on current and future trends: [www.zukunft-personal.com](http://www.zukunft-personal.com)

The Zukunft Personal Europe is a member of the Zukunftsinitiative Personal (ZiP).

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

spring Messe Management organises specialist exhibitions, conferences and events in the fields of human resources, corporate health management and recruitment. spring events are now regarded as established industry platforms thanks to their subject expertise and the company's many years of experience and sustained customer focus. The brands "Zukunft Personal", "Corporate Health" and "job and career" are the catalysts for current trends, innovative ideas and new developments in business management.

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