



**25**  
**YEARS**

The leading platform  
for People and  
Organisational  
performance

**TIME FOR NEW  
BEGINNINGS**

**MEDIA DATA  
2025**

# CONTENT

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- » ZP Digital Experience Days p. 11
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# ONLINE ADS

PRESENT YOUR COMPANY OR PRODUCT WITH MEANINGFUL ADS AND REACH YOUR TARGET GROUP EFFECTIVELY



## //CONTENT AD

(530x316 px)  
incl. linking

**PER WEEK**

» **750 EURO**

**PER MONTH**

» **2.790 EURO**



## //BIGSIZE AD

(1650x316 px)  
optional with text: max. 480 characters incl.  
spaces + link

**PER WEEK**

» **1.590 EURO**

**PER MONTH**

» **4.770 EURO**

## KEY DATA

- » the booking of ads is done on a "first come, first served" basis.
- » the ad spaces are occupied exclusively, i.e. there is no rotation.
- » the ads are integrated according to space and fit.
- » the ads are integrated responsively.
- » Integration: ZP 365, as well as the event pages of ZPN, ZPS, ZPE and ZPDX.

# ADVERTORIAL

PRESENT YOUR EXPERTISE AND / OR PRODUCTS IN A / BY MEANS OF A PROFESSIONAL, EDITORIAL ARTICLE AND OFFER A CONTRIBUTION WITH ADDED VALUE TO THE WORLD OF WORK

## » TEASER



### Wie mit Hilfe von KI Ihre Seminarverwaltung wettbewerbsfähig bleibt

04.09.2023 IBT TAS setzt mit KI auf eine revolutionäre Seminarverwaltung, automatisiert von der Massenbuchung bis zum digitalen Workflow, und ermöglicht so eine effiziente, zeitsparende und fehlerfreie Organisation von Bildungsveranstaltungen in Unternehmen und Bildungseinrichtungen. **MEHR**

## » REDAKTIONELLER ARTIKEL

### Wie mit Hilfe von KI Ihre Seminarverwaltung wettbewerbsfähig bleibt

16.09.2023 | Dr. Karsten Hölzl



#### Die Seminarverwaltung mit KI digitalisieren

Die Digitalisierung ist eine entscheidende Voraussetzung, um die Prozesse der Seminarverwaltung in Unternehmen, bei Mittelstandsunternehmen und Bildungseinrichtungen effizienter zu machen. Künstliche Intelligenz und insbesondere die Automatisierung menschlicher Arbeit stellen dafür einen wichtigen Beitrag, Beispiele aus der Praxis der Seminarverwaltung und den Personalmanagement zeigen, wie das konkret aussieht.

#### Wettbewerbsfähig durch digitale Technologien

In einer Umfrage zur Digitalisierung der Wirtschaft (2023) geben 43% der befragten Unternehmen Deutschlands Auskunft zu ihrer Digitalisierungsrate. 57% sind der Meinung, die Nutzung digitaler Technologien spiele eine entscheidende Rolle bei der Wettbewerbsfähigkeit deutscher Unternehmen. Innerhalb 36% der befragten Anbieter jedoch, dass deutsche Unternehmen zu wenig digitale Technologien nutzen.

Wirtschaftlicher Nutzen von KI-gestützter Software für die Seminarverwaltung

## » AUTORENBOX

### Über die Autorin



#### Barbara Koloski

Barbara Koloski ist seit über 10 Jahren mit dem Schwerpunkt der Personal- und Organisationsentwicklung im Bereich der Personal- und Organisationsentwicklung tätig. Sie ist Autorin von Büchern und Artikeln zu Themen wie Personalmanagement, Organisationsentwicklung, Führung und Teamarbeit. Sie ist in der Personalbranche tätig und arbeitet als Beraterin für Personalmanagement und Organisationsentwicklung. Sie ist in der Personalbranche tätig und arbeitet als Beraterin für Personalmanagement und Organisationsentwicklung.

## PER WEEK

» **2.000 EURO**

## PER MONTH

» **6.400 EURO**

## KEY DATA

- » The advertisements should correspond to the corporate design of ZP 365 in order to convey an appealing and consistent impression. We are happy to provide examples as recommendations upon request.
- » Integration along the Employee Experience. The individual arrangement takes place in the follow-up to the booking.

## » TEASER

### IMAGE FORMAT (WxH):

390 x 200 Pixel, 72 dpi

### HEADLINE:

max. 70 characters incl. spaces

### TEASER TEXT:

max. 190 characters incl. spaces

## » EDITORIAL ARTICLE

### IMAGE FORMAT (WxH):

1090 x 450 Pixel, 72 dpi

### TEXT:

approx. 6.000 characters incl. spaces

## » AUTHOR'S BOX

### IMAGE FORMAT (WxH):

500 x 500 Pixel, 72 dpi

### TEXT:

max. 400 characters incl. spaces and link

# FEATURED EXHIBITOR

THIS AD IS IDEAL FOR YOUR PRESENCE AS AN EXHIBITOR:

Place your company logo prominently within the event pages of our ExpoEvents.



**PER WEEK**

» **590 EURO**

**PER MONTH**

» **1.770 EURO**

## KEY DATA

- » Limited to 12 ad spaces.
- » Arranged in alphabetical order.
- » Integration: On the event pages, as well as in the mobile event app. The individual arrangement takes place after the booking.
- » IMAGE FORMAT (WxH): 250 x 143 Pixel, 72dpi.

# COMPANY INDEX

365 DAYS OF VISIBILITY FOR YOUR COMPANY / YOUR PRODUCT:  
OUR RECOMMENDATION FOR YOU AS AN EXHIBITOR

» What is the company index?

The new digital product from the makers of Zukunft Personal.

Present yourself 365 days as a supplier, service provider, as a partner around the world of work.

Search engine optimized and professional on the year-round content and community platform ZP 365.

The company directory is promoted through performance campaigns for maximum reach.

[Zurück zur Übersicht](#)

Operations & Services  
Recruiting & Attraction  
Learning & Development  
Future of Work  
Corporate Health  
Personalberatung, Unternehmensberatung,  
Rechtsberatung  
Dienstleistungen  
Behörden, Medien, Organisationen

[CloserStill Media Germany GmbH](#)



**CloserStill**



CloserStill

**// CloserStill Media Germany GmbH**

Welcome to the ZP Universe! HR 365 Tage erleben!

Zukunft Personal ist Ihr Impulsgeber rund um die Arbeitswelt der Zukunft!

Theodor-Heuss-Anlage 2  
68165 Mannheim  
Deutschland

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Tel. +49 621 70019-0

[Twitter: ZP\\_Universe](#) [Instagram: @zukunftpersonal](#) [LinkedIn: zukunftpersonal](#)  
[Facebook: springmessemanagementgmbh](#) [Facebook: ZukunftPersonal](#)

**EXAMPLE  
SUPPLIER PROFILE -  
DETAIL PAGE**

## Beschreibung / Description

Unsere Expos, Events und Conferences in den Bereichen Human Resources, Betriebliches Gesundheitsmanagement sowie Employer Branding sind durch langjährige, thematische Expertise und nachhaltige Kundenorientierung europaweit führende Branchenplattformen. Mit unserem Zukunft Personal Expo Events und Digital Events sowie ZP365 greifen wir für Sie aktuelle Trends, Innovationen und Managemententwicklungen auf, bündeln sie und bilden sie in passgenauen Formaten ab.



## COMPANY INDEX

365 DAYS OF VISIBILITY FOR YOUR COMPANY / YOUR PRODUCT:  
OUR RECOMMENDATION FOR YOU AS AN EXHIBITOR

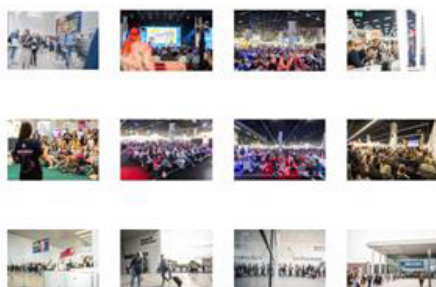
[Zurück zur Übersicht](#)

HR Tech  
Recruiting & Attraction  
Learning & Development  
Medien & Organisationen  
Corporate Health  
Consulting & Services

[CloserStill Media Germany GmbH](#)



**CloserStill**



// CloserStill Media Germany GmbH

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68165 Mannheim  
Deutschland

Webseite  
[zp365@zukunftpersonal.com](mailto:zp365@zukunftpersonal.com)  
Tel. +49 621 533 976 00

[Twitter: ZP- Universe](#) [Instagram: @zukunftpersonal](#) [LinkedIn: zukunftpersonal](#)  
[X: springmessemanagementgmbh](#) [Facebook: ZukunftPersonal](#)

EXAMPLE  
SUPPLIER PROFILE -  
DETAIL PAGE

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Organisational Performance / HR Tech Cloud-Lösungen für HR Künstliche Intelligenz in HR Remote Work Learning & Development  
E-Learning und Lerntechnologien Blended Learning Digitale Lernplattformen Lernmanagementsysteme Mobile Learning  
Organisational Performance / People & Business Impact



### EVENTS

**ZPS25**

06. Mai - 07. Mai 25

**ZPN25**

26. März - 27. März 25

### Anhänge / Attachments

[Mediadaten 2024 engl.](#)

[Mediadaten 2024](#)

# COMPANY INDEX

//YEAR-ROUND  
ONLINE PRESENCE  
FOR YOUR  
PRODUCT/COMPANY

**12 MONTHS\*** INCL. BASIS LISTING  
» **3,990 EURO**

## KEY DATA

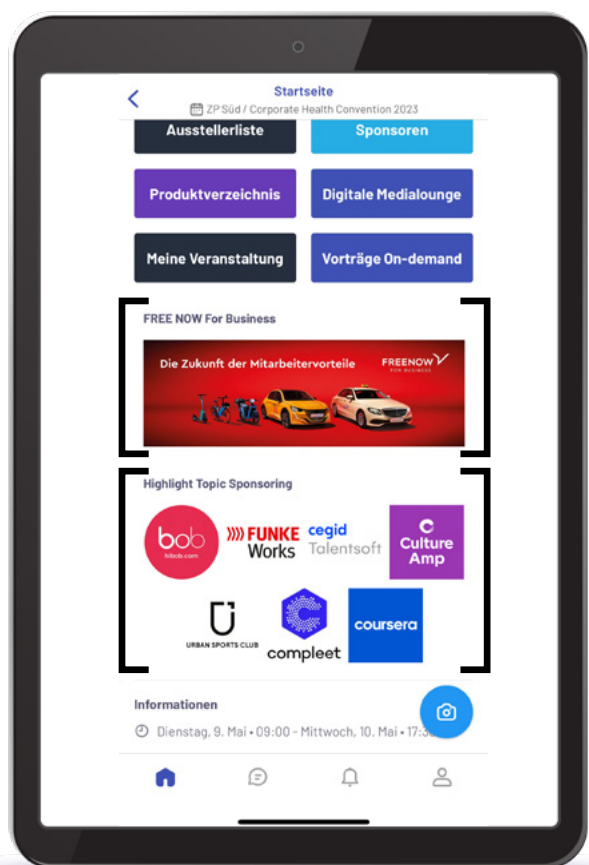
A company profile with information about the company, products, services, product categories and/or service categories, which the company maintains itself with the following details:

- » Company info (provider page with images, text and categories).
- » Product pages (pictures, videos, text by categories)
- » Service pages (images, videos, text by categories)



# ZP EVENT APP

THE EVENT APP IS THE IDEAL COMPANION FOR LIVE EVENTS AND DIGITAL FORMATS ALL YEAR ROUND. TAKE ADVANTAGE OF PROMINENT PLACEMENT OPPORTUNITIES AND MEET POTENTIAL CUSTOMERS.



## // BANNER

(1080x360 px)  
inkl. Verlinkung

## PER WEEK

» **3.980 EURO**

## // LOGO IMAGE GALLERY

(200x200 px)  
inkl. Verlinkung

## PER WEEK

» **980 EURO**

## KEY DATA

- » Logo image gallery: Bookable only 1 time per partner.
- » Banner: ad placement is limited to a maximum of 5 customers.
- » Booking is on a "first come first served" basis. Therefore, we recommend early booking.

# NEWSLETTER

BENEFIT FROM AD PLACEMENTS IN OUR  
NEWSLETTER ABOUT ZP 365 WITH UP TO  
18,390 RECIPIENTS PER MAILING.



ZP 365 – Digital Experience HR & Law - ZPE Learning & Development

Sehr geehrte Frau Röhr,

**ZP365** mit der kompletten HR-Experience all year round geht es auf die Zielgerade des Jahres 2022 zu. Erfahren Sie die wichtigsten HR-Termine bis zum Jahresende und nutzen Sie weiterhin unsere Content Plattformen um immer up-to-date zu bleiben.

**Zukunft Personal Digital Experience:** Die letzte Ausgabe ist noch nicht lange her und schon haben wir das Thema und die Programmübersicht für die nächste **ZPOX** für Sie. Unter dem Thema **HR & Law** dürfen Sie sich wieder auf spannende Vorträge und Wissen pur freuen. Markieren Sie sich schon jetzt den 15. November im Kalender.

**ZP Europe - Keynotes und Sessions on Demand:** Die ganze Vielfalt von L&D auf einer Bühne: Was liegt im Trend, was gelingt Unternehmen besonders gut und wo sind die Leuchtturmbespiele für das Lernen im Unternehmen? Dafür gab es auf der Corporate Learning & Training Bühne der Zukunft Personal teils überraschende Beispiele zu Trend-Themen wie Coaching, Upskilling, Gamification und Serious Games. Einige der Vorträge finden Sie in unserer Online Bibliothek.

Ihr Zukunft Personal Team

## //PANORAMA AD

(600x200 px)  
incl. linking

**PER WEEK**

» **2,500 EURO**

## //KOMBI AD

(300x200 px)  
max. 50 characters Headline,  
Text content up to 200 characters  
+ link

**PER WEEK**

» **2,500 EURO**

**WE WANT  
YOUR  
FEEDBACK!**

Interessiert an spannenden Insights rund um Recruiting, Employer Branding und mehr?

Dann freuen Sie sich auf die vielversprechenden Beiträge unserer hochkarätigen Speaker:innen. Erfahren Sie zum Beispiel von den Recruiting Benchmarks 2022, warum die Deutsche Telekom im Employer Branding sprintet, wie Douglas Digital Talents für sich begeistert, warum Gamification nicht mehr wegzudenken ist und warum kulturelle Diversität immer mehr in den Focus rutscht.

**MEET THE  
SPEAKER  
EVENT**

// Meet the Speaker

Treffen Sie die Keynote Speaker in exklusiven "Meet the Speaker" Events. In kleiner Runde können Sie Ihre Fragen stellen - HR Insider wie Lunita Hara oder Glücksministerin Gina Scholler moderieren die Treffen!

## KEY DATA

- » Only three ad spaces are possible per newsletter, allocation is on a "first come first served" basis. Therefore, we recommend early booking.
- » The thematically appropriate placement of your advertisement will be arranged in consultation with spring Messe Management.
- » Delivery of the complete data one week before dispatch of the newsletter.

# ZP DIGITAL EXPERIENCE DAYS

## » What are the ZP Digital Experience Days?

ZP Digital Experience Days are the digital complement to our ZP Live ExpoEvents. In 45-minute sessions experts provide information and discuss cutting-edge topics related to the world of work. The program of the ZP Digital Experience Days is characterized by an exciting mix of experienced industry experts and renowned scientists, who will give an insight into their activities: Best practices, studies, insights and tips on the topics and challenges that concern you in your daily challenges you face in your day-to-day HR work.

The virtual theme days take place at regular intervals and highlight a relevant topic - completely free of charge.

## KEY DATA

### » Topics 2025/2026:

- 21. January: People Experience & Employer Branding
- 03. June: IT Strategien for HR
- 08. July: Employee management in focus: dealing with low performers & toxic team members
- 04. November: Using AI in recruiting
- 20. January 2026: Making corporate health and corporate culture measurable

### » Content: The recordings of the sessions are available on the website ZP 365 for 3 months

# ZP DIGITAL EXPERIENCE DAYS

KPIS FOR #ZPDX

## //AVERAGE ALL ZPDX EVENTS

Unique Viewers: 691 / Day – 93 / Sessions

Conversions Reg / Unique Viewers: 77%

Average Watching Duration: 50 min

# ZPDX PACKAGES

PROVIDE VALUABLE INSIGHTS INTO NEW HR TRENDS, PRODUCT INNOVATIONS AND  
BEST PRACTICES AND BEST PRACTICES

## //MAIN SPONSOR

Receiving the participants data of all sessions according to the DSGVO.

**LOGO PRESENCE\* +  
JOINT WELCOME +  
1 SESSION OF 45 MINUTES +  
1 ADVERTORIAL**

**» 7,990 EURO**

## //SESSIONSPONSOR

Receiving the participants data of the respective session according to the DSGVO.

**LOGO PRESENCE\* +  
JOINT WELCOME +  
1 SESSION OF 45 MINUTES +  
1 ADVERTORIAL**

**» 3,990 EURO**

## ECKDATA

- » Advertisement via all available online media
- » Main sponsoring: max. 1 time exclusively bookable
- » Session sponsoring: bookable max. 3 times

\* Advertisement in advance and during the event

# GENERAL BOOKING CONDITIONS

## FOR ORDER PLACEMENT, PROCESSING, CALCULATION AND PAYMENT OF SPONSORING AND ADVERTISING SERVICES/ADVERTISING ORDERS (PRINT/ONLINE)

### 1 PARTIES

**1.1** "The Customer" whose registered office is stated in the agreement and

**1.2** "Organiser": spring Messe Management GmbH (VAT nr.: 200408521) whose registered office is at Am Friedensplatz 3, D-68165 Mannheim, Germany ("the Organiser").

### RECITALS

A The Customer wishes to enrol in the Event (as defined below), which is being organised and promoted by the Organiser.

### 2. AGREEMENT

#### Definitions and Interpretation

**1.1** In this Agreement including the Schedules (except where the context otherwise requires) the following words shall have the following meanings:

**Business Day:** any day which is not a Saturday, a Sunday or a bank or public holiday in Germany;

**Event:** as specified in the Digital Sales Order Form;

**Event Dates:** as specified in the Digital Sales Order Form;

**Materials:** all banners, advertisements, posters, publications programmes, brochures, press releases, and other promotional materials associated with the Event whether printed or digital and on the event website;

**Event Marks:** the marks, logos and any other symbols the Organiser shall use to identify the Event which are the intellectual property rights of either the Organiser which are used (in accordance with this Agreement) or by the customer for the purposes required under the terms of this Agreement;

**Fee:** the sums payable by the Customer to the Organiser as set out in the agreement. For the avoidance of doubt such sums shall be exclusive of Value Added Tax;

**Term:** This agreement starts upon acceptance of the Digital Sales Order Form by the Organiser and shall remain in force until the end of the Event.

### 3. CUSTOMER'S OBLIGATIONS

**3.1** In consideration of the grant of Rights the customer hereby agrees:

**3.1.1** to pay the Fee set out in the agreement; for the avoidance of doubt, the Fee is due within 14 days after invoicing.

### 4. ORGANISER'S OBLIGATIONS

In consideration of the timely and proper performance of customer's obligations herein Organiser hereby agrees:

**4.1** To use its reasonable endeavours to procure that the Event is conducted in a first-class professional manner;

### 5. INTELLECTUAL PROPERTY RIGHTS

All intellectual property rights in the Event Marks shall be the sole and exclusive property of the Organiser together with any goodwill and the Customer shall not acquire any rights in the Event Marks.

### 6. MUTUAL INDEMNITY

The customer and the Organiser mutually undertake to indemnify each other against all liabilities claims demands actions costs damages or loss arising out of any breach by either of them of any of the terms of this agreement PROVIDED THAT the same is the subject of an adverse judgment of a court of competent jurisdiction or settled with the others prior written consent (not to be unreasonably withheld or delayed).

### 7. CANCELLATION

**7.1** The customer may cancel this agreement by Notice to the Organiser. In the event of cancellation by the Customer, the total amount payable as set out in the Digital Sales Order is immediately payable

**7.2** The parties hereby agree that the above constitutes a genuine and reasonable estimate of the loss which the Organiser would incur on cancellation of the order by the customer

### 8. CONFIDENTIALITY

Each party undertakes that it will not at any time hereafter use, or communicate to any person, except to its professional representatives or advisers or as may be required by law or regulatory authority, any confidential information concerning the business or affairs of the other party which may come to its knowledge and each of the parties shall use its reasonable endeavours to prevent the publication or disclosure of any confidential information concerning such matters.

### 9. NOTICES

Without prejudice to the right to serve notices by any other means any notice served under this agreement shall be in writing. Any notice which has been sent by first class prepaid post shall be deemed to be received 48 hours thereafter (excluding Saturdays Sundays and public holidays). For the purposes of this agreement all notices shall be sent to the parties at the addresses given above unless such other address is notified to the other party in writing.

### 10. FORCE MAJEURE

Should the Event be cancelled, moved, curtailed or adversely affected by any cause not within the reasonable control of the Organiser including but not limited to war, fire, national emergency, labour dispute, strike, lockout, civil disturbance, Act of God, or non-availability of the platform on which the event is held or otherwise for any reason, including technical reason, the Organiser shall be under no obligation to refund the Fee and shall be under no liability to the Customer for any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses) costs

or expenses whatsoever which may be brought against or suffered or incurred by the customer as the result thereof.

### 11. CONTRAS

**11.1** The Customer agrees that the Organiser can issue invoices on the customer's behalf for all goods and services made by them to the Organiser (The Self Bill Arrangement).

**11.2** The Customer agrees The Self Bill Arrangement will be in force for a period of 15 months from the date of signature of this agreement.

**11.3** The Customer will not issue VAT invoices for goods and services covered by The Self Bill Arrangement.

**11.4** The Customer agrees to inform The Organiser if they cease to be registered for VAT, change their VAT registration number transfer their business as a going concern or if they change their name or registered office

**11.5** The Organiser agrees to inform The Customer if the issue of self-billed invoices will be outsourced to a third party.

### 12. CANCELLATION

**12.1** The Organiser may terminate this agreement or suspend its performance of all or any of its obligations immediately and without liability for compensation if the customer fails to comply with any of its obligations under this agreement.

**12.2** The Organiser may at any time, at its sole discretion, cancel or postpone the Event. The Organiser will notify the Customer as soon as possible if the Event is cancelled or postponed. Except where such cancellation is due to a Force Majeure Event, if the Event is cancelled, the Organiser will repay to the Exhibitor (without interest) any Fees paid by the Customer to the Organiser and the booking will be cancelled. If the Event is postponed this Agreement will remain in force for the new dates

### 13. REPRESENTATIONS AND WARRANTIES

**13.1** Each party warrants and undertakes to the other that:

**13.1.1** it has full authority to enter into this agreement and is not bound by any agreement with any third party that adversely affects this agreement; and

**13.1.2** it has and will maintain throughout the Term, all necessary powers, authority and consents to enter into and fully perform its obligations under this agreement.

**13.2** The Customer represents and warrants that:

**13.2.1** it owns or is solely entitled to use the Customer's Marks and any other material supplied to the Organiser in relation to this agreement and the Organiser shall be entitled to see evidence to this effect on request;

**13.2.2** the Organiser's use of the Customer's Marks will not infringe the rights of any third party

### 14. ENTIRE AGREEMENT

This Agreement constitute the entire agreement between the parties and supersede and extinguishes all previous drafts, agreements, arrangements and understanding between them whether written or oral, relating to their subject matter.

### 15. LAW AND JURISDICTION

All contracts between the Organiser and the Customer relating to the event shall be governed by and construed in accordance with German law and the parties shall submit to the exclusive jurisdiction of the German Courts.

### 16. MISCELLANEOUS

**16.1** Nothing contained in this agreement shall be deemed to create any relationship of partnership joint venture or agency between the parties hereto.

**16.2** The Customer shall not assign sub-licence divest or otherwise seek to delegate any of its rights and obligations hereunder without the Organiser's prior written consent.

**16.3** A waiver by either party of a breach of any term or condition of this agreement in any one instance shall be in writing and shall not be deemed as a continuing waiver or a waiver of any subsequent breach unless so provided for by the written notice.

**16.4** Should any term of this agreement be considered void or voidable under any applicable law the said term shall be severed or amended in such manner as to render the remainder of this Agreement valid or enforceable unless the whole commercial object is thereby frustrated.

**16.5** This agreement contains the entire agreement of the parties with respect to the subject matter of this agreement and supersedes all prior agreements and arrangements (whether written or oral) in relation to such subject matter between the parties. No amendments shall be made to this agreement unless made in writing and signed by a representative of both parties.

**16.6** The Events are provided for reference purposes only are not intended, nor should they be used, as a substitute for professional advice or judgement or to provide legal advice with the respect to particular circumstances.

**16.7** Whilst reasonable efforts are made to keep the Event up to date, the Customer should obtain independent verification or advice before relying upon any piece of information in circumstances where loss or damage may result.