



EUROPE'S LEADING
EXPOS, EVENTS &
CONFERENCES FOR
THE WORLD OF WORK

ZP 365

CREATING TOUCHPOINTS FOR THE WORLD OF WORK

WWW.ZUKUNFT-PERSONAL.COM

The content and community platform
with news, faces, insights, highlights
and topics about the digital and
analogue world of work Networking,
Learning, Inspiration & Information
-365 days a year!

// 360° HR EXPERIENCE

RECRUITING & ATTRACTION

OPERATIONS & SERVICES

LEARNING & TRAINING

CORPORATE HEALTH

FUTURE OF WORK

**INTRODUCTION
FOR SALES AND
MARKETING**

LIVE COMMUNICATION DIGITAL

// ZP Events

- _ Presentations
- _ Workshops
- _ Guided Tours
- _ Networking
- _ Party (HR:Motion)
- _ Happy:nings
- _ Brunch
- _ Interactive formats
- _ Media Lounge
- _ Blogger Lounge
- _ Award ceremonies



ZP 365

// ZP 365

- _ 365 days a year
- _ All-round HR experience
 - _ Networking
 - _ Learning
- _ News, Faces, Insights
 - _ Collaboration
- _ Transformation
- _ Community Platform
 - _ Highlight Topics
 - _ HR Community
 - _ HR Insights
 - _ HR News
 - _ HR Experts



CUSTOMER

Exhibitors, sponsors, press,
speakers, bloggers, experts,
visitors

Need for: Inspiration,
overview, information, trends,
diversity



ZPplus

Become a member & benefit from exclusive advantages:
loyalty programme, ticket discounts and much more
On-site benefits: drinks, ZPplus Lounge, Fastlane

// Highlight Topics



// RECRUITING &
ATTRACTION

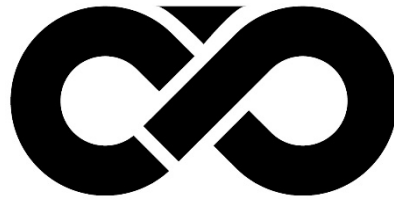
// OPERATIONS &
SERVICES

// LEARNING &
TRAINING

// CORPORATE
HEALTH

// FUTURE OF
WORK

PERMANENT BETA



THE WORLD OF WORK
IS CHANGING...

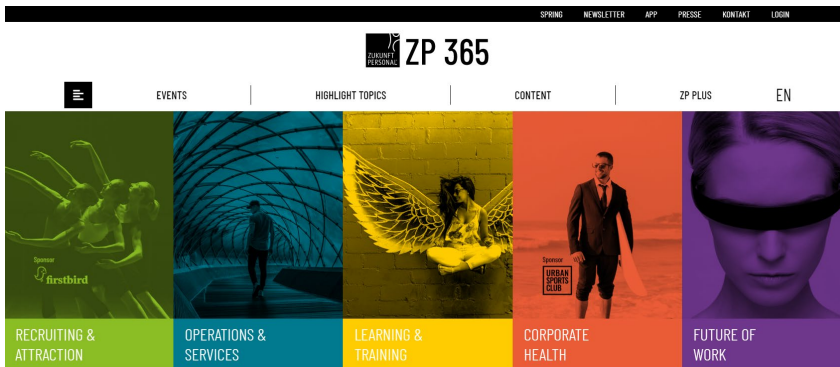
... AND SO
ARE WE!

INTRODUCTION



Change is the new constant: we live in a world of permanent change, characterised by megatrends such as digitalisation and transformation. As a result, the world of work constantly faces new challenges, continues to be confronted with many crises and opportunities, and is looking for solutions.

The surrounding conditions may well change, even for us, but one thing remains the same: decision-makers and pioneers in the working world can find platforms for discussion, expertise and impulse in the analogue and — in future also — in the digital world of Zukunft Personal.

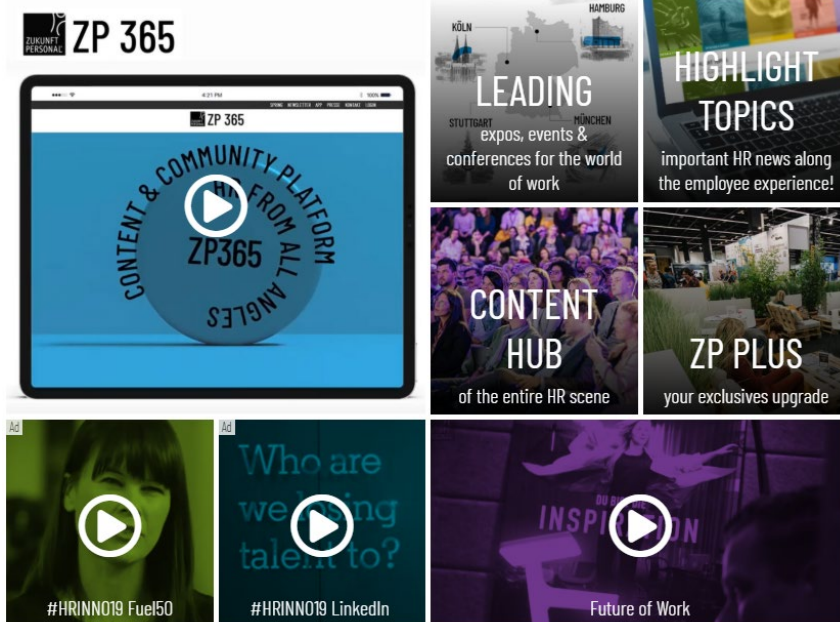


Complete overview

multimedia

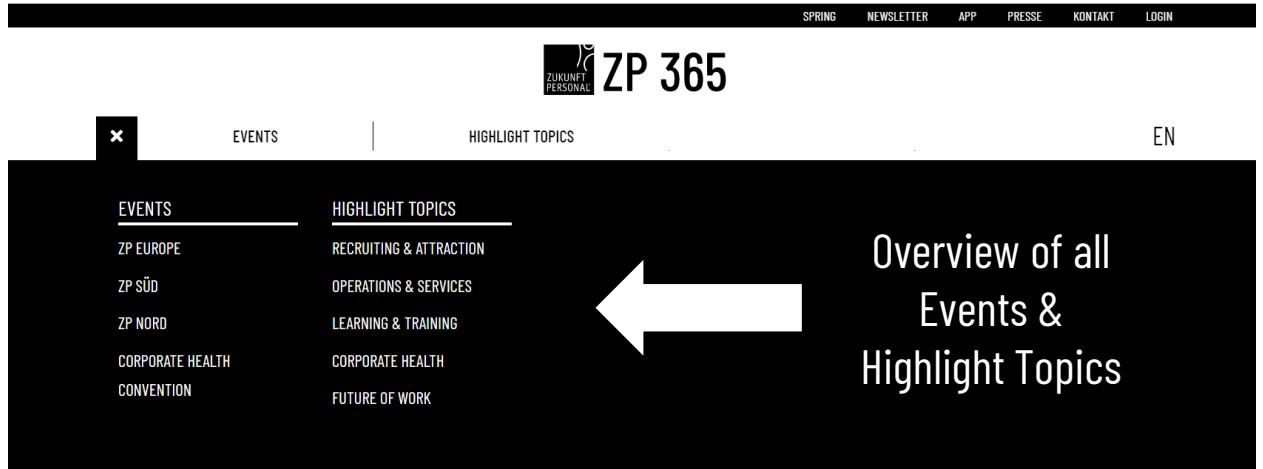
responsive

subject-specific



ZP 365 is the Zukunft Personal content and community platform featuring news, faces, insights, highlights and topics about the digital and analogue world of work

Networking, learning, inspiration & information –
365 days a year!



modern menu
concept



visual user
experience

ZP Europe

Koelnmesse, Cologne
15 - 17 September 2020



DETAILS >

HR Innovation Award

Part of ZP Europe
Cologne
15 September 2020

HR.MOTION - HR party

Next stop
Cologne
15 September 2020

ZP Süd

Messe Stuttgart
20 - 21 April 2021



SPRING NEWSLETTER APP PRESSE KONTAKT

ZUKUNFT
PERSONAL ZP 365

EVENTS

ZP EUROPE

ZP SÜD

ZP NORD

CORPORATE HEALTH CONVENTION

DE

About ZP Europe Highlight Topics Visit Exhibit Press Tickets Contact

ZUKUNFT PERSONAL® ZP EUROPE KOELNMESSE 15.-17. SEPTEMBER 2020

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. The most important HR event of the year!

Save the Date!

15 - 17 September 2020 | Koelnmesse | #ZPEurope20

easy to
browse

// PORTRAIT

INTRODUCTION

A WALK THROUGH: HIGHLIGHT TOPICS
for each individual event and spanning all events



//RECRUITING & ATTRACTION



//LEARNING & TRAINING



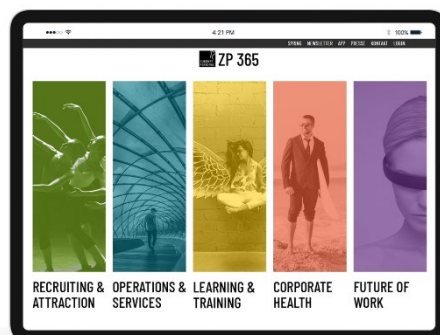
//CORPORATE HEALTH



//OPERATIONS & SERVICES



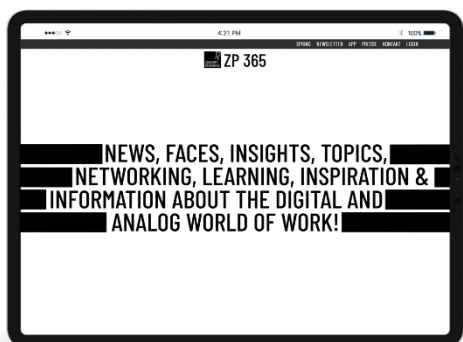
//FUTURE OF WORK



// PORTRAIT

INTRODUCTION

A WALK THROUGH: CONTENT NEWS • FACES • PROGRAMMES for each individual event and spanning all events



// ZP FACES

Discover experts, speakers and knowledge specialists from the field of Operations & Services.

// ZP NEWS

Read current articles, interviews and much more on the highlight topic Operations & Services.

// ZP PROGRAMME

Whether videos, podcasts, events: Here you will find further exciting content on Operations & Services.

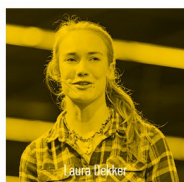
Highlight Topic Operations & Services

Digitalisation is fundamentally changing the way both companies and work are organised. HR has a pivotal role to play here as it is not only changing itself but also needs to adopt a proactive approach in supporting the digital transformation process in the company.



// ZP FACES

The ZP Faces include selected experts, speakers and knowledge specialists from the fields of Learning & Training. Get to know all [ZP Faces](#)!



Laura Dekker



Inga Höltnann



Roman Rackwitz



John Strelecky



Kati Wilhelm

// ZP PROGRAMME

Do you know these awards in the field of Recruiting & Attraction? More exciting content such as videos, podcasts and events can be found in the [ZP Programme](#)!



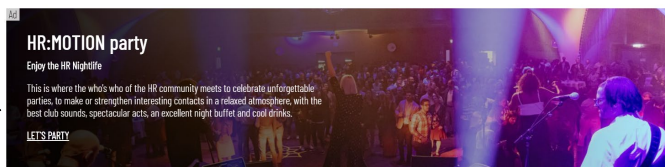
Events



Awards



German
"Personalwirtschaft" award



HR:MOTION party

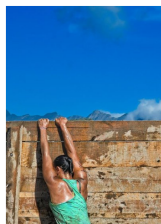
Enjoy the HR Nightlife

This is where the who's who of the HR community meets to celebrate unforgettable parties, to make or strengthen interesting contacts in a relaxed atmosphere, with the best club sounds, spectacular acts, an excellent night buffet and cool drinks.

[LET'S PARTY](#)

// ZP NEWS

Current articles and interviews on all aspects of occupational safety, employee satisfaction, e-health or health communication, etc. can be found in the [ZP News](#)!



Finding employment, mental health, and the barrier between them

12.11.2019 It was mental health awareness week recently, at least in the UK, where people were invited to discuss issues around mental health (or MH) and raise awareness of the problems faced by those who are affected by mental health problems. As far as the world of work goes, much of the focus was how people in work should think about the issues. There was very little in the way of detailed explanations of how we can actually work on the issues, at least in my little window to the world. And we really need to work on these issues. [MORE](#)



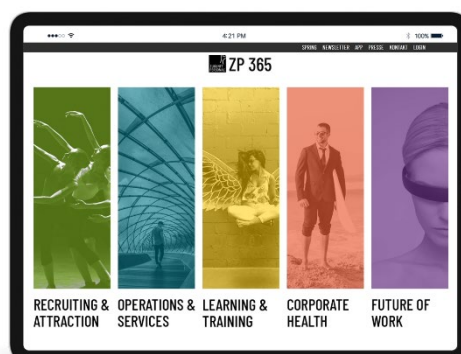
Sleeping on the job (eng)

07.08.2019 At the risk of stating the obvious, human beings need sleep. Without it, you become cranky, then unwell, then seriously unwell, and then you'll either sleep on your feet or sleep in your coffin. But, given the importance of sleep to humans, and the fact that our job is to deal with the human element of any workforce, we really need to talk about it more. [MORE](#)



Latest trends in employee mood measurement (eng)

18.03.2019 Not too long ago the main instrument to gather data about the mood of the employees in the different parts of the organisation was the annual employee engagement survey. Once per year, or one every two-years, a long questionnaire was distributed to the employees. [MORE](#)



WHY ZP 365?

Effectively reach your target group:

Chief Agile Officer | Chief Human Resources Officers | Chief Executive Officers | Chief Digital Officers | Chief Information Officers | Chief Corporate Communications Officers | Human resources directors | Human resources managers | Chief learning officers | Human resources and business developers | Talent management executives | Business training and further education officers | heads of specialist departments | Human resources officers | employees of the Human Resources department | Employer branding and marketing managers | Human resources recruiters | Human resources planners | Compensation and benefits managers | organisational developers | Occupational safety officers | company health managers | company doctors and staff councils | ergonomics consultants | occupational safety specialists | safety officers | visionaries | co-designers

In the following areas:

RECRUITING & ATTRACTION	Recruiting & Attraction
OPERATIONS & SERVICES	Operations & Services
LEARNING & TRAINING	Learning & Training
CORPORATE HEALTH	Corporate Health
FUTURE OF WORK	Future of Work

Digital marketing: so you benefit from:

- 20 years' experience in the world of work
- 90,010 page impressions/month – rising trend!
- Subject-specific ad placements to directly address your target group
- Ad placements across different topics or for independent areas.
- Approx. 50,000 direct contacts (according to subjects and events)

FACTS & FIGURES – DIGITAL



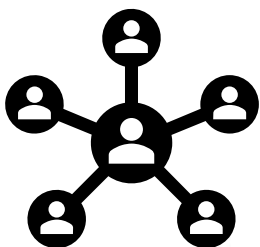
Page Impressions

90,010 per month



Session duration

00:02:27



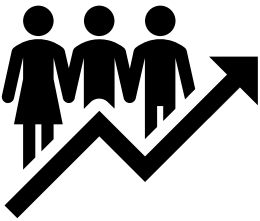
Social media

27,477 followers

FACTS & FIGURES – LIVE EVENTS



33,171 professional visitors

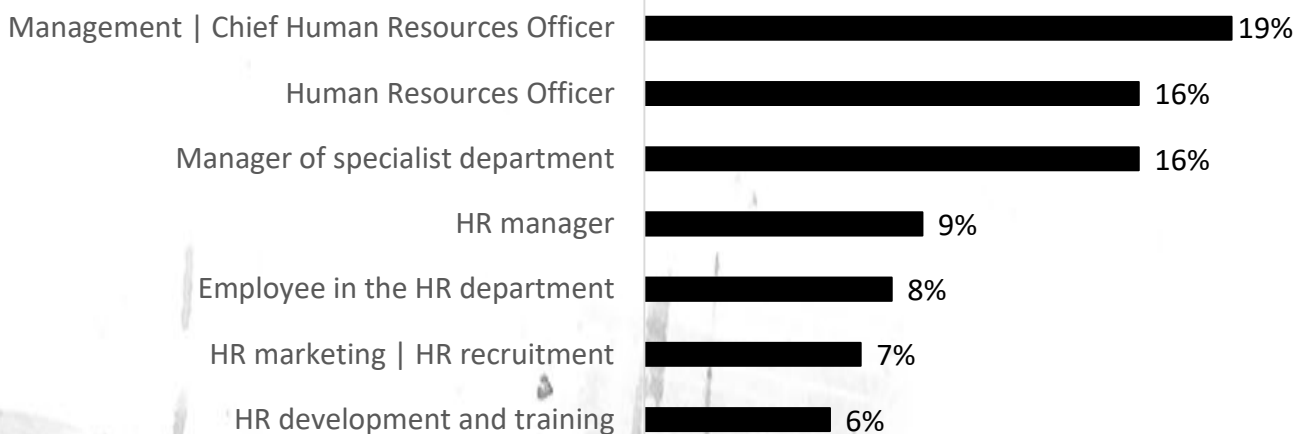


91% of professional visitors are
involved in purchase decisions



Professional visitor positions*

*Extract



ZP 365

HUMAN RESOURCES

365 DAYS A YEAR 360°

// With the new website, we have created a content and community platform which covers all the latest HR Management topics and combines all brands of the Zukunft Personal universe.

// The platform represents the all-round HR experience – 365 days a year. It covers, and elaborates on, highly relevant topics, fuels the HR discourse, takes up debates and transmits live experiences. It promotes informative and challenging discussions on topics related to the world of work.

// ZP 365 means high quality content, news and industry insights throughout the year. In this way, we combine the analogue and digital world of work into one interactive and brand new content hub.

// At the same time, we offer our partners a strong, responsive platform for marketing, lead generation and media advertising for their companies.