

PRESS RELEASE

Zukunft Personal Europe, Nr. 1

Zukunft Personal Europe 2020 celebrates virtual HR Week

Cologne / Mannheim, June 15, 2020. Since spring of this year, the world has seen an enormous shift in business activities and processes. Both companies and employees have needed to be flexible and adapt with changing circumstances and requirements. For over 20 years, Zukunft Personal Europe, the leading trade fair for the new world of work, has been connecting the HR community and inspiring change.

From 12 - 16 October 2020, the event will take place virtually for the first time. Over five days, the international HR community will come together to discuss the latest trends in the world of work.

We'll be asking the all-important questions: How can we effect disruption in HR? How are the crises affecting the world of work?

As a source of inspiration, a discussion platform and marketplace, **Zukunft Personal Europe** provides a testing ground for the designers of the working world. However, due to the current situation around Covid-19, the event cannot take place as planned in Cologne this September.

"The constant developments around Covid-19 have forced us to rethink. Running an edition in Cologne would not meet the demands of all our stakeholders," explains Christiane Nögler, Group Director Future Human Resources.

"We are aware of our social responsibility, which is why, in cooperation with the trade fair advisory board of Zukunft Personal, we have decided on a new, exciting format for this year's edition: Zukunft Personal Europe Virtual, which will guarantee the latest in HR trends and networking this October," says Christiane Nögler.

HR Week offers innovative insights into Employee Experience

ZPE Virtual also promises the usual high-quality programme. Across five themed days, each in interactive exhibition halls, HR Week will offer highlight topics including; "Recruiting & Attraction", "Operations & Services", "Learning & Training", "Corporate Health" and "Future of Work".

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Top-class lectures by renowned speakers, networking and matchmaking formats are fundamental elements of the event. The Future of Work Day will live up to its name and will be designed with an avatar-based interactive 3D learning and working world.

In co-operation with strong partners, HR Week is also accompanied by selected smaller live events and thus also offers touchpoints for networking.

How is Covid-19 affecting HR?

Permanent testing goes hand in hand with new challenges: How is the turbo accelerator Covid-19 affecting digital transformation and HR? What feasible future scenarios can be discussed and developed?

ZPE Virtual will be tackling progressive thinking this year, developed, among others, by members of the trade fair advisory board, Prof. Dr. Stephan Fischer, Pforzheim University and Prof. Dr. Rupert Felder, Heidelberger Druckmaschinen AG, who invite you to discuss in various think tanks in advance of the event.

"Virtual meeting culture, distance learning, digital recruiting, the complete redefinition of the infrastructure and work as a whole. The current corona crisis can be seen as a catalyst for new ways of working. Organisational structures have changed permanently - but what will we hold onto from previous working models? What sustainable changes does the current situation bring about? With ZPE Virtual, we enable a comprehensive inventory and would like to open the HR discussion to investigate disruptive approaches," say Fischer and Felder.

Product solutions from exhibitors to optimise HR management

In addition to numerous interactive formats, the virtual edition of the ExpoEvent will also focus on innovative product solutions from exhibitors. Numerous companies will present the entire HR management value chain; From innovative software products and new recruiting products, through to occupational health management and the dynamic implementation of future of work scenarios.

Outstanding innovations in personnel management will continue to be honoured with the HR Innovation Award this year. Interested companies can apply up until 31 July 2020 (<https://www.hr-innovationaward.de/en/>).

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About Zukunft Personal Europe Virtual

Zukunft Personal Europe is the leading ExpoEvent around the world of work and usually takes place on three days in Cologne. The leading European trade fair links people and markets in the areas of HR management, digitisation and leadership.

Across five virtual trade fair days this year, the focus will be on innovative product solutions, lectures at congress level, and networking with the community. Decision makers, HR managers and designers of the working world will get a decisive overview of the market at Zukunft Personal Europe Virtual with the opportunity to exchange ideas about the trends of today and tomorrow.

About Spring Messe Management GmbH

Spring Messe Management is the European market leader for expos, events and conferences in the areas of human resources, occupational health management and corporate transformation.

Thanks to many years of thematic expertise and sustainable customer orientation, the brands Zukunft Personal and Corporate Health Convention are the driving force for current trends, innovations and management developments.

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