

ZUKUNFT  
PERSONAL®

ZP EUROPE 2021  
KOELNMESSE  
14 - 16 SEPTEMBER 2021

# Call for Speakers

Submit your proposal

Mannheim, April 2021  
spring Messe Management GmbH

// 360° HR EXPERIENCE

// RECRUITING  
& ATTRACTION

// OPERATIONS  
& SERVICES

// LEARNING  
& TRAINING

// CORPORATE  
HEALTH

// FUTURE  
OF WORK

Thank you very much for your interest

For more than 20 years Zukunft Personal Europe has been a driving force, a platform for exchange and discussion and THE marketplace for all those involved in shaping the world of work and who play a leading role in it.

To ensure a safe exhibition, Zukunft Personal Europe 2021 will go an extra mile – for the first time it will take place as a hybrid event. This holistic approach minimizes “hotspots” while maintaining the usual event atmosphere. Aisles will be wider, visitors will be directed in a systematic flow and crowded places where many visitors will usually meet will be avoided and supplemented by hybrid elements to create an impressive all-round attendee experience.

At Zukunft Personal Europe everybody has the opportunity to demonstrate their expertise to visitors by submitting a presentation proposal to the Call for Speakers. A top-class jury of HR experts, professors and HR editors will evaluate the submitted proposals together with our programme management. Based on the jury results, the most innovative and thought-provoking contributions will be selected for the event. Our offer: for content-related input, based purely on scientific and non-commercial background, we waive the fee.

Exhibitors may enter one presentation per language: one in German and one in English. Exhibitors presenting in English have a better chance to secure one of the programme slots which are in exceptionally high demand. To apply for a presentation at Zukunft Personal Europe, please fill in the following pages and send them to [callforspeakers@zukunft-personal.com](mailto:callforspeakers@zukunft-personal.com) by **14 may 2021**

Our tip: With high-quality contributions on leading topics and/or a strong practical approach, you present yourself as an authentic expert and thus a) increase your chances of being selected for a programme slot and b) generate interest in your company among participants. A plain promotional presentation seems to be more target-oriented at first but is not considered by the participants as an added value in terms of content. To guarantee the quality of our programme, purely promotional presentations are therefore excluded from the jury process.

## Selection Criteria

- Innovation and a reflection of current trends with focus on the highlight topics Recruiting & Attraction (incl. Employer Branding, Recruiting Technologies & Candidate Experience), Operations & Services, Learning & Training, Corporate Health, Future of Work incl. VR, AI and mixed reality
- Practical benefits (best practice cases, involvement of a customer) for HR decision-makers
- Internationally relevant range of topics, particularly in English
- New content in comparison to the previous year
- Interaction with trade visitors - we would love to see interactive formats that promote discussion (fishbowl, BarCamp, Q&A sessions, speed networking etc.)

**Please note:** According to the current pandemic regulations and a first-class hygiene and safety concept, the realisation of Zukunft Personal Europe is possible and we are all very pleased to see you again in person. Should pandemic-related developments make it impossible to have an on-site event, the Zukunft Personal Europe will be held as a purely digital format again.

# Call for Speakers 2021

## Your proposal

Highlight Topic                      Recruiting & Attraction                      Learning & Training  
    Operations & Services                      Corporate Health  
    Future of Work

Types of contribution                      Pre-recorded Session incl. Q&A (30 min.) **875,-\*** plus VAT  
    Live-presentation or panel discussion (30 min.) **875,-\*** plus VAT  
 For more content opportunities, such as workshops, keynote sponsorship, guided tours etc.  
 contact your sales manager  
 \* for content-related input, that have a purely scientific and non-commercial background, we waive the fee.

Company		
Your organisation is	provider/supplier/consultant HR expert/scientist	professional speaker _____
Please describe the organisation in 2-3 sentences		
Website		
Contact		
E-mail address		
Phone number		
Presentation title (150 characters incl. spaces)		
Our programme management might contact you for adjustments on your proposal. Are you open for possible adaptations to format and content?	yes	no
Short description of your proposal (500 characters incl. spaces)		
Detailed description of your proposal (1.000 characters incl. spaces)		
3 Keywords/Hashtags which categorise/describe your proposal		

## Your proposal

Is your proposal featured at another event before the event?	yes	no
If yes, where and when will it be presented?		
Who is your target group?		
Please list your learning objective (150 characters incl. spaces)		
What interactive elements will be part of your presentation? (e.g. whiteboard, surveys, involvement participants, Q&A)		
What kind of equipment is needed?		
Could your presentation be given purely virtually?	It is only possible live on site It is possible live on site combined via live streaming It is only virtually possible	
Language of presentation	German	English
Additional information		

## Your proposal

SPEAKER INFORMATION	Speaker 1	Speaker 2	Speaker 3
Salutation			
Title			
First name(s), surname			
Position/job title			
Company			
How would you categorise the speaker's presentation experience?	basic (5-10 public presentations p.a.) intermediate (10-30 public presentations p.a.) advanced (30 public presentations and more p.a.)	basic (5-10 public presentations p.a.) intermediate (10-30 public presentations p.a.) advanced (30 public presentations and more p.a.)	basic (5-10 public presentations p.a.) intermediate (10-30 public presentations p.a.) advanced (30 public presentations and more p.a.)
E-Mail address			
LinkedIn account name Twitter name XING account name Blog or other			
Language			
Vita/biography (300 characters incl. spaces)			
How should your speaker be described in our communication?			
Please indicate where further information can be found? e.g. website, video, podcast			

# Call for Speaker 2021

To submit your proposal, please send the complete form to [callforspeakers@zukunft-personal.com](mailto:callforspeakers@zukunft-personal.com) by [14 May 2021](#)

Together with our programme management, HR experts, professors and HR editors, all proposals will be carefully reviewed. With submitting a proposal, you agree to the following terms and conditions:

- For virtual contributions: technical check 1 week before event
- You may be available for a 30-minute “meet-the-speaker” session and a short interview
- You will include the marketing toolkit in your communication. This includes the publication of a presentation note in your signature 2 weeks before the event as well as the integration of a presentation note in one of your social media channels. (We provide the graphics and images for you).
- Please provide short video of the contribution (30-60 sec.) for advertising your session on the Zukunft Personal Website and the Zukunft Personal social media channels
- Please provide a speaker photo of the following format: JPEG/GIF/PNG, RGB-color mode, 543 x 543 Pixel, front or full profile incl. shoulders, no additional items in your hand, quiet background

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Date, place

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Signature, company stamp

## What's next?

The review is expected to last [until mid-June](#), you will be informed accordingly.

If your proposal will be part of the Zukunft Personal Europe we need the following by [2 July 2021](#)

- Please provide a short video of the contribution (30-60 sec.) for advertising your session on the Zukunft Personal Website and the Zukunft Personal social media channels
- Please provide a speaker photo of the following format: (JPEG/GIF/PNG, RGB-color mode, 543 x 543 Pixel, front or full profile incl. Shoulders, no additional items in your hand, quiet background)

Your logo (JPEG/GIF/PNG/EPS), 72 dpi

For any further questions please don't hesitate to reach our programme management:

Heike Riebe  
Programme Director  
[callforspeakers@zukunft-personal.com](mailto:callforspeakers@zukunft-personal.com)

## Spring Messe Management GmbH

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