



# EUROPE'S LEADING EXPO-EVENTS

DEDICATED TO THE WORLD OF WORK

LIVE AND  
VIRTUAL

DISCOVER  
ZP SERIES 2023

HIGHLIGHT TOPICS

RECRUITING  
& ATTRACTION

OPERATIONS  
& SERVICES

LEARNING  
& DEVELOPMENT

CORPORATE  
HEALTH

FUTURE  
OF WORK

//EXPERIENCE360° HR

# // ABOUT ZP SERIES

With the leading European trade fair Zukunft Personal Europe in Cologne and the events in Hamburg and Stuttgart, the established industry platforms are the industry platforms provide impetus for the future of HR management and the digital transformation of work. The high-caliber presentation programme and the various interactive formats complement these events organised by spring Messe Management and provide opportunities to discuss current industry trends and shine a spotlight on the future world of work.

# // THE SUCCESS FACTORS

## NEW CONTACTS - NEW BUSINESS

- Meet your target group without waste coverage and with more than 90% decision makers present
- Demonstrate market presence - as an innovator, thought leader or industry leader
- With about 34,000 HR experts and 1,900 exhibitors/partners and sponsors, the Zukunft Personal Series 2019 were the „must-attend events“ of the industry and are therefore the right platform for your company.

## MORE THAN AN EXHIBITION

- Present yourself and your company on one of the Content Stages and inspire the audience through product presentations, examples of best practice and panel discussions.

## GENERATE MORE REACH AND LEADS

- Benefit as an exhibitor, sponsor & partner from our extensive umbrella brand, event and thematic campaigns - both in print and online

# // EXPERIENCE 360° HR

## THE HIGHLIGHT TOPICS ALONG THE EMPLOYEE EXPERIENCE

The ZP events are supported by a thematic and conceptual framework in the form of Highlight Topics. Present your products or services as exhibitor or sponsor - across topics and events.



### // RECRUITING & ATTRACTION

TEMPORARY EMPLOYMENT  
EMPLOYER BRANDING  
RECRUITING  
ONBOARDING  
PERSONNEL MARKETING  
RECRUITMENT



### // OPERATIONS & SERVICES

STARTUP INNOVATIONS  
BENEFIT MANAGEMENT  
HUMAN RESOURCES MANAGEMENT  
EMPLOYMENT LAW  
RELOCATION  
SERVICES  
WORKING RELATIONSHIPS



### // LEARNING & DEVELOPMENT

INDIVIDUAL DEVELOPMENT  
ORGANIZATIONAL DEVELOPMENT  
PERSONNEL DEVELOPMENT



### // CORPORATE HEALTH

BGM  
EXERCISE & NUTRITION  
ERGONOMICS & WORKPLACE  
DESIGN  
OCCUPATIONAL HEALTH & SAFETY  
COUNSELING & PREVENTION



### // FUTURE OF WORK

SPACES  
TOOLS & METHODS  
LEADERSHIP  
CULTURE & MINDSET  
SKILLS & COMPETENCES

# // LOCATIONS



## ZUKUNFT PERSONAL NORD

18 - 19 APRIL 2023 |

HAMBURG MESSE & CONGRESS

**Industry focus:**

**Logistics**



## ZUKUNFT PERSONAL SUED

9 - 10 MAY 2023 |

MESSE STUTTGART

**Industry focus:**

**Automotive & Mechanical  
and Plant Engineering**



## EUROPE'S LEADING TRADE FAIR

## ZUKUNFT PERSONAL EUROPE

12 - 14 SEPTEMBER 2023 |

KOELNMESSE, COLOGNE

**33,835**  
VISITORS

**1,849**  
EXHIBITORS

**91%**  
OF TRADE VISITORS  
ARE INVOLVED IN  
PURCHASING  
DECISIONS

## ORGANISER



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# // TARGETING

We will make sure you get more attention from potential customers before, at and after the event.  
**Meet trade visitors with the authority to make decisions.**

Business Developers | Health and Safety Representatives | Chief Agile Officer | Chief Corporate Communications Officer | Chief Digital Officer | Chief Executive Officer | Chief Human Resources Officer | Chief Innovation Officer | Chief Information Officer | Chief Learning Officer | Company Health Managers | Compensation & Benefits Manager | Company Doctors and Staff Councils | Consultant Digital Transformation | Contributors | Digital Transformation Manager | Employer Branding and Marketing Manager | Ergonomics Consultants | Heads of Departments | HR Consultants | Human Resources and Corporate Developers | Human Resources Staff | Human Resources Planners | Occupational Health and Safety Specialists | Innovation Managers | Personal Recruiters | Safety Officers | Talent Management Executives | Training and Further Education Officers | Visionaries

As an exhibitor, sponsor and partner, you will benefit from extensive family brand, event and thematic campaigns - both in print and online.

- 30+ newsletter campaigns - thematic as well as touchpoint relevant - and comprehensive
- Thematic campaigns based on the context of the Highlight Topics on the website and the ZP family brand site
- Performance campaigns (Google, LinkedIn, XING, etc)
- Multiformat - App

## Our ZP365 Offer

By combining your trade show participation with our all-year-round advertising services you can reach our HR Community on 365 days a year.

**94%**

OF TRADE VISITORS WOULD  
RECOMMEND ZUKUNFT  
PERSONAL EUROPE AS AN  
INDUSTRY EVENT.

**39,300**

FOLLOWERS ON FACEBOOK,  
INSTAGRAM, TWITTER AND  
LINKEDIN

**135,800**

WEBSITE PAGE  
IMPRESSIONS/MONTH

**1,000**

PRESS AND  
MEDIA CONTACTS

**20,200**

NEWSLETTER  
SUBSCRIBERS

# // PARTICIPATING IN 2023

## CHOOSE YOUR EXCLUSIVE EXPO-EVENT MENU

As an exhibitor, sponsor or partner you can benefit from a „custom-made trade fair and event presence“.

We can offer you all the necessary services and products - tailored to your needs, service-oriented and with a high ROI.

**STAND PRICE FROM**  
**EUR 299 PER M<sup>2</sup>**

(WITH ONE OPEN SIDE)

Talk to us - we would be happy to advise you individually to ensure your stand is successfully tailored to your needs.

**ALL-IN STAND**  
**PACKAGES FROM**

**EUR 5,699**

Complete stand packages make it easy for you: everything from a single source. Chose from a variety of packages and new stand concepts.

**ZP SERVICE**  
**PACKAGE FROM**

**EUR 999**

Maximize your leads on-site. Take advantage of the high reach of our target-group-specific visitor advertising. We support you with your visitor marketing from A like attractive advertising, to P for professional invitation campaigns, to Z for zero-stress lead management and follow-up.

**SPONSORSHIPS ON**  
**REQUEST**

Position your brand as a sponsor, a supporter of a selected topic area or benefit from greater visibility

# // CONTINUATION IN 2023: 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 programme of the ZP Digital Experience Days is characterised 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 for the challenges your clients face in their daily HR practice.

## DATES

TIME: from 09.30 each day

28 FEBRUARY 23	People Analytics
20 JUNE 23	Workplace Wellbeing
18 JULY 23	Onboarding & Offboarding
17 OCTOBER 23	New Ways of Learning: Life-long, Life-wide, Life-deep
14 NOVEMBER 23	Flexible Working Models
23 JANUARY 24	Active Sourcing and Social Media Recruiting

YOUR PARTICIPATION  
OPPORTUNITIES:

**Main Sponsor**  
Price: 7,990,- €\*

**Session Sponsor**  
Price: 3,990,- €\*

# // KPIs:

# ZPDX ZP DIGITAL EXPERIENCE DAYS

## ZPDX EMPLOYER BRANDING

Unique Viewers: 1580 / day – 270 / session

Conversion Reg / Unique Viewers: 83%

Average Watching min: 43 min

## AVERAGE ALL ZPDX EVENTS

Unique Viewers: 725 / day – 70 / session

Conversion Reg / Unique Viewers: 68%

Average Watching min: 42 min