



#### HIGHLIGHT TOPICS

RECRUITING & ATTRACTION

OPERATIONS & SERVICES

LEARNING & DEVELOPMENT

CORPORATE HEALTH

EXPERIENCE 360° HR

FUTURE OF WORK

# EUROPE'S LEADING EXPO-EVENTS

DEDICATED TO THE WORLD OF WORK

LIVE AND VIRTUAL



DISCOVER ZP SERIES 2023

# **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.



TEMPORARY EMPLOYMENT
EMPLOYER BRANDING
RECRUITING
ONBOARDING
PERSONNEL MARKETING
RECRUITMENT

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

INDIVIDUAL DEVELOPMENT ORGANIZATIONAL DEVELOPMENT PERSONNEL DEVELOPMENT

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

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



1,849 EXHIBITORS 91%
OF TRADE VISITORS
ARE INVOLVED IN
PURCHASING
DECISIONS

#### **ORGANISER**





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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.

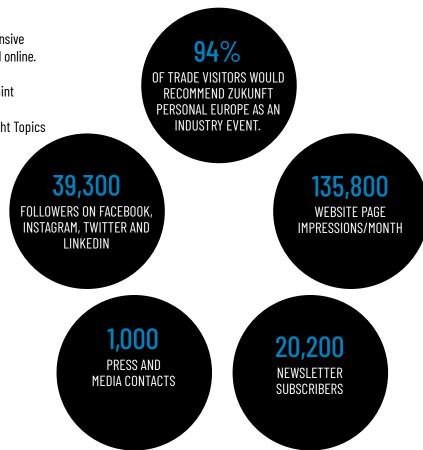
 30+ newsletter campaigns - thematic as well as touchpoint relevant - and comprehensive

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.



## // 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 Wellbeeing

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,- €\*



# ZPDIGITAL 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