

PRESS RELEASE

ZP Reconnect, No. 1

ZP Reconnect:

Secure. Innovative. Interactive. Inclusive

After one year with intense virtual meetings, Zukunft Personal, the international leading event brand around the world of work, will stress its role in the market as a leading player. The next milestone: "ZP Reconnect" will be the first HR event to take place live in Cologne, flanked by interactive and innovative digital formats - and will run for around 2 weeks.

As one of the first hybrid events to take place, ZP Reconnect will offer companies and players in the HR industry the opportunity to present themselves to the professional world in different formats both live at Messe Köln from September 14 to 16 and digitally from September 09 to 23, 2021 - i.e. over 15 days. For the first time in a year and a half, the hybrid concept will enable a real exchange between providers, experts and users in the industry under the umbrella of ZUKUNFT PERSONAL.

Safe. Innovative. Interactive. Inclusive

"With ZP Reconnect, we want to create an HR experience that meets the needs of all participants. The online and offline event merges into a 360 HR experience across all touchpoints," says Christiane Nägler, Group Director Zukunft Personal. ZP Reconnect is the first event in the HR sector to be held live in Cologne again since the pandemic started. According to Ms Nägler, the new format is "the missing piece of the puzzle in the extensive Zukunft Personal universe with live events in Hamburg, Stuttgart, Cologne, the regular web sessions as well as the digital success stories ZPEV in October 2020 and ZPDX in May 2021."

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Thanks to a sophisticated security concept, safe personal meetings - with sufficient distance - are possible. "For us as organisers, it is important to create places where people can meet and make targeted contacts," emphasises Christiane Nägler. At the physical event visitors will have the opportunity to find out about the latest industry's topics, meet the HR experts and exchange ideas. Digitally, content can be accessed across all borders without time or space restrictions, interested parties can obtain information according to their own needs and network. "This year requires a particularly flexible and at the same time secure planning, everyone can arrange his or her participation in the event according to his or her individual requirements.

Gamification offers before, during and after the ZP Reconnect serve as an additional incentive in the virtual space to network and expand one's own knowledge about the complete employee experience.

World of experience relies on hybrid formats

In presentations, panel discussions, best practices and web sessions, ZP Reconnect features trends in the working world of today and tomorrow. In a hybrid world of experience, visitors benefit from the know-how of renowned providers and exciting speakers from the HR scene. Top keynote speakers include Nils Glagau, owner and managing director of the family-owned company Orthomol, and Martin Seiler, member of the DB AG board of directors for human resources and legal affairs and CHRO of the Year 2020.

The diverse programme is oriented towards the employee experience - with programme features on the highlight topics of Recruiting & Attraction, Operations & Services, Learning & Training, Future of Work and Corporate Health.

"Our customers long to meet personally again and initiate business talks - and we will do everything we can to support this by providing a secure and safe platform," says Christiane Nägler.

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Some of the well-known programme features of Zukunft Personal exhibitions, such as the Startup Village or the Future of Work Village, as well as the Live Training Area and the Activity & Vitality area, will be offered digitally only in order to meet all health requirements in the best possible way with a view to Covid-19.

The Zukunft Personal exhibitions took place in 2020 and at the beginning of this year digital only due to the circumstances caused by the pandemic. The now strongly rising positive national and international vaccination figures make the exhibition managers and participants optimistic: "We assume that it will be possible to hold events in Germany again this autumn," says Christiane Nägler. To this end, the protection and hygiene concept already drawn up for Zukunft Personal will be continuously adapted to the pandemic developments and general conditions.

More information and regular updates can be found on the Zukunft Personal website (www.zukunft-personal.com/zpreconnect).

- End -

SAVE THE DATE:

ZP Reconnect

Live in Cologne: 14 - 16 September 2021

Virtual: 9 - 23 September 2021

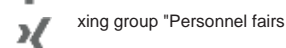
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About Zukunft Personal Reconnect

Is the largest international hybrid ExpoEvent for the entire world of work – the HR 360° experience!

ZP Reconnect is the first unique hybrid platform to offer companies of the HR sector the opportunity to present themselves to the professional world in various formats, such as 1:1 meetings in various meeting spaces, workshops, panels, talks physical and digital, from September 14 to 16 physical at the Cologne Trade Fair Centre and from September 9 to 23 virtual - i.e. over 15 days.

About spring Messe Management GmbH

spring Messe Management is the European market leader for expos, events and conferences in the fields of human resources, corporate 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. spring Messe Management GmbH is a subsidiary of ClouserStill Media Ltd.

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