



EUROPE'S LEADING  
EXPOS, EVENTS &  
CONFERENCES FOR  
THE WORLD OF WORK

# ZP 365

## DIGITAL EVENTS

[WWW.ZUKUNFT-PERSONAL.COM](http://WWW.ZUKUNFT-PERSONAL.COM)

//360° HR EXPERIENCE

RECRUITING & ATTRACTION

OPERATIONS & SERVICES

LEARNING & TRAINING

CORPORATE HEALTH

FUTURE OF WORK

**WEBINARS**



## INTRO

WITH US AT YOUR SIDE YOU CAN PRESENT YOURSELF ONLINE IN THE CONTEXT OF THE MOST IMPORTANT HR TOPICS!

### Effectively reach your target group:

Chief Agile Officer | Chief Human Resources Officers | Chief Executive Officers | Chief Digital Officers | Chief Information Officers | Chief Corporate Communications Officers | Human resources directors | Human resources managers | Chief learning officers | Human resources and business developers | Talent management executives | Business training and further education officers | Heads of specialist departments | Human resources officers | Employees of the Human Resources department | Employer branding and marketing managers | Human resources recruiters | Human resources planners | Compensation and benefits managers | Organizational developers | Occupational safety officers | Company health managers | Company doctors and staff councils | Ergonomics consultants | Occupational safety specialists | Safety officers | Visionaries | Co-designers

### In the following areas:

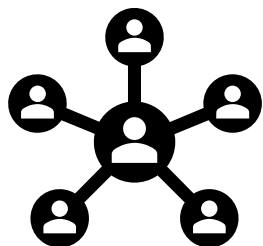


### Digital Marketing: How you benefit from:

- 20 years of experience around the world of work
- 90,000+ page impressions/month - and rising!
- theme-specific ad placements, in order to address the target group directly
- Ad placements in cross-topic or independent areas
- approx. 50,000 direct contacts (by topics and events)

## YOUR BENEFITS

### We, as hosts, provide the framework, you as topic expert set the tone



Use the reach of the Zukunft Personal network to reach new leads and process them afterwards using the participant list.



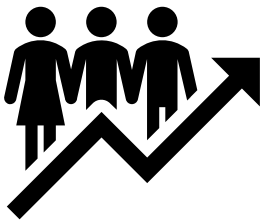
Shorten the time between your live event participations and keep in touch with your target group during the trade fair-free period.



Minimize your efforts by the organizational support in the run-up and the platform hosting by the Zukunft Personal team.

## YOUR BENEFITS

**We, as hosts, provide the framework, you as Topic expert set the tone**



Increase the effectiveness of your webinar with a comprehensive marketing package:

- Send a webinar invitation to the Zukunft Personal series visitor database
- Announcement of the webinar in the Weekly Newsletter Update and via the social media channels of Zukunft Personal
- Promotion of the event on [www.zukunft-personal.com](http://www.zukunft-personal.com) via an advertorial or online banner



Increase your long-term success by recording and archiving your webinar at [www.zukunft-personal.com](http://www.zukunft-personal.com)

## YOUR BENEFITS

### KPIs WEBINARS

- 463 registered to attend
- 344 attended
- 74.3% attendance
- Average time in the room was 52.9 minutes
- With engaged time sitting at 39.3 minutes
- 74.1% average engagement
- 50% of attendees responded to polls
- Most engaged time was between 15 - 20 minutes  
89.2% and 35-40 minutes - 86.8%

## WEBINARS & ONLINE EVENTS

### Participation in expert panel - industry exclusive

Participation in expert panel - exclusive to the industry. You are contributing to the current HR discourse with your new publication or your new service or are dealing with the latest trends in the world of work? Exchange ideas with industry experts on your special field and inspire your customers with your expertise.

- Participation in a 60-minute talk round incl. Q&A
- Integration of a Quick Poll during the talk show
- Hosting of the BigMarker platform by the Zukunft Personal Team
- Dispatch of an invitation to the discussion round to the ZP-Series visitor database for the selected Highlight Topic with naming of the partner
- Announcement of the talk show with naming of the partner in the Weekly Newsletter and via the social media channels of Zukunft Personal
- Integration of the partner logo in preview graphics before the start of the discussion round
- Integration of the partner logo in the layout of the panel interface
- Integration of a partner question in the feedback form
- Provision of the list of participants
- Recording and archiving at [www.zukunft-personal.com](http://www.zukunft-personal.com) for 3 months
- 1-week online banner on [www.zukunft-personal.com](http://www.zukunft-personal.com) (placement by arrangement)

**PRICE: 2,999€**

## WEBINARS & ONLINE EVENTS

### My Webinar PLUS

Show your know-how and enter into direct dialogue with your customers. The individual webinar offers you the opportunity to present your expertise in detail, for example in the form of a workshop or best practices.

- Design of a 60-minute webinar including Q&A
- Integration of up to 3 Quick Polls during the webinar
- Hosting of the BigMarker webinar platform by the Zukunft Personal Team
- Sending a webinar invitation to the ZP-Series visitor database for the selected Highlight Topic with naming of the partner
- Announcement of the webinar and naming of the partner in the weekly Newsletter and via the social media channels of Zukunft Personal
- Integration of the partner logo in preview graphic before the start of the webinar
- Integration of the partner logo in the layout of the webinar interface
- Integration of a partner question in the feedback form
- Provision of the list of participants
- Recording and archiving at [www.zukunft-personal.com](http://www.zukunft-personal.com) for 3 months
- 1 advertorial on [www.zukunft-personal.com](http://www.zukunft-personal.com), if desired including a link to the webinar registration and afterwards to the webinar recording
- 1-week online banner on [www.zukunft-personal.com](http://www.zukunft-personal.com) (placement by arrangement)

**PRICE: 3,999€**

## YOUR BOOKING By E-MAIL TO SALES@ZUKUNFT-PERSONAL.COM

Herewith we book bindingly the following advertisements:

ONLINE-EVENT	PRICE	NUMBER	TOTAL PRICE	HIGHLIGHT TOPIC* / TOPIC
Participation in expert panel - sector-exclusive	2.999,00 €			
My Webinar PLUS	3.999,00 €			
Grand total				

Please tick the appropriate box. The prices do not include the statutory value added tax. Advertising space will be allocated on a "first come, first served" basis.

Please send us the data by e-mail five working days before the booked placement date:

[SALES@ZUKUNFT-PERSONAL.COM](mailto:SALES@ZUKUNFT-PERSONAL.COM)

**DISCOUNT** when booking several ONLINE-EVENTS

» **5% discount** for booking of **3 ONLINE-EVENTS**

» **7 ONLINE-EVENTS for the price of 6:**

Book 6 ONLINE-EVENTS and the 7th ONLINE-EVENT is free of charge!

Discounts will be given with the invoice.

**ANSCHRIFT/RECHNUNGSADRESSE**

Company \_\_\_\_\_  
 Street/house nbr. \_\_\_\_\_  
 PO Box \_\_\_\_\_  
 Postal code \_\_\_\_\_  
 City \_\_\_\_\_

Country \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-Mail \_\_\_\_\_  
 Webseite \_\_\_\_\_  
 Contact person \_\_\_\_\_

With this registration we accept the general booking conditions of page 11.

Place/date \_\_\_\_\_ Signature \_\_\_\_\_

Company stamp



## CONTACT



[zukunft-personal.com](http://zukunft-personal.com)



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## GENERAL BOOKING CONDITIONS

### FOR ORDER PLACEMENT, PROCESSING, CALCULATION AND PAYMENT OF SPONSORING AND ADVERTISING SERVICES/ADVERTISING ORDERS (PRINT/ONLINE)

1. The general terms and conditions of business, the valid price list for advertising services/advertisements and our order confirmation are decisive for the orders. The organiser/publisher reserves the right to reject advertising orders, including individual services/advertisements, within a framework contract at its own discretion. The client/advertiser will be informed of the rejection.

2. A specific placement of advertising services/ads cannot be guaranteed. In general, the organiser/publisher reserves the right to withdraw from the execution of orders already accepted for technical or other reasons without any claim for compensation by the client.

3. The exclusion of competitors cannot be complied with by the organiser/publisher. Advertising services/text advertisements that are not recognisable as advertising due to their design will be identified as such.

4. The advertising service / advertisement is permitted, provided that its content corresponds to the overall framework and concept of the respective trade fair / event. Companies that have not fulfilled their financial obligations from previous contracts can be excluded from admission. The contract between the organiser/publisher and the advertiser is concluded with the sending of the admission/booking confirmation. After admission by the organiser/publisher, the booking and the obligation to pay the prices for advertising services/advertisements remain legally binding, even if the relevant documents or data are not received by the organiser/publisher in time. The organiser/publisher is entitled to revoke the admission if it was granted on the basis of false prerequisites or information or if the prerequisites for admission subsequently cease to apply.

5. A withdrawal from the contract is not possible. The complete advertising costs / advertisement costs are to be paid. If the advertiser nevertheless waives the right to claim the full amount of the advertising service booked by him or to occupy advertising space, he must still pay the full amount. In order to preserve the overall image, the organiser may reduce the advertising services/ advertising space of the advertiser by self-promotion/own advertisements

replace. This does not release the advertiser from his payment obligations. The advertiser's waiver of the booked advertising service/advertising space shall become valid upon receipt of the written declaration.

6. The organiser/publisher guarantees the technically unobstructed reproduction of the advertisement/advertising service. Minor deviations in the sound of documents/data are justified within the tolerance range of the production process. Unsuitable or damaged print data will be returned to the client. If any defects in the data are not immediately recognisable, but only become apparent during creation/production, the advertiser shall have no claims in the event of insufficient printing. The organiser/publisher shall not be liable for changes made by telephone. Proofs shall only be supplied at the advertiser's express request and expense. If the client does not return proofs by the advertising deadline or another date specified by the organiser/publisher, approval for use shall be deemed to have been granted. The obligation to keep documents/data ends three months after the publication of the respective service. Voucher copies of advertising measures on the event site will not be kept.

7. Costs for the production of final artwork or other documents/ data must be paid by the client. If the documents/data are delivered at a later date, the client will be invoiced for the additional costs incurred. The client guarantees the organiser/publisher that the advertising measures/advertisements do not violate any legal provisions and do not infringe the rights of third parties.

8. The client agrees that his personal and company data may be collected, stored and processed by the organiser/publisher and may be disclosed to contractual partners of the organiser/publisher for the purpose of providing services in connection with participation in the exhibition or advertising.

Mannheim, July 2018  
spring Messe Management