ZP EUROPE VIRTUAL
12-16 October 2020

ZUKUNFT PERSONAL

1 WEEK
5 THEMES
360°HR

ZP Europe is the leading ExpoEvent around the world of work and celebrates the first virtual HR Week: During five virtual days of the fair, innovative product solutions, lectures and Networking is the focus. As a source of inspiration, the leading European trade fair networks people and markets in the areas of HR management, digitalization and leadership.

FAQs

ZP Europe Virtual

TOPIC

//TRAINING VIDEO

Tip: Take a look at the online training for the platform
https://www.youtube.com/watch?time_continue=1&v=slhkb-3W1lc&feature=emb_logo

//PLATFORM

• ACCESS/REGISTRATION

How do virtual visitors get access to the trade fair?

The access is managed by online registration via e-mail and in advance of the event. The access to Zukunft Personal Europe Virtual is free of charge. As soon as the registration is set up and open for visitors, a save-the-date notification is sent to our visitor database.

Do exhibitors receive free tickets for interested parties?

As usual, exhibitors will receive a toolkit for the promotion of the virtual event. You can then simply invite interested parties to the trade fair via a link.

• ACTIVITIES AT THE BOOTH

How is "embedding of videos" to be understood concretely?

You have the opportuntity to provide and play videos at the booth. Please bear in mind that the video will be played/streamed in a common standard player.

How many videos can be included at the booth?

Any number of videos can be stored in the Download Center.

Which video formats are permitted?

It is generally possible to include YouTube and Vimeo videos or to play locally uploaded videos. Please note: The maximum file size for uploading a video is 512 MB. To display videos larger than 512 MB, please use the YouTube or Vimeo service. Upload the video on the respective platform and use the widgets "YouTube" or "Vimeo" in the EXPO-IP CMS. If several videos should be integrated as a playlist, this should be done with locally uploaded videos.

Do the videos play sound as well?

Of course, as usual the videos are played with sound.

Do the videos run in an endless loop?

No, the video can be started with a click.

Can webinars be integrated at the booth?

Of course, the webinar can be uploaded as a video and embedded.

How many PDFs can I provide at my booth?

Any number of PDFs can be stored. You can also upload them into the PDFs area Download Center, in the PDFS area. It is advisable to add a short description text.

Can surveys be conducted at the stand or in another 'room'?

Surveys can be inserted via an external link and thus placed at your stand. All you need to do is prepare and publish the survey in advance. However, a separate room is not provided for this.

Is it possible to hold live lectures and workshops at the stand?

The conference concept of ZPE Virtual offers enormous flexibility. Webinars, web conferences, live streams, but also live simulations or interactive workshops can be held at the booth. However, the platform does not offer an own solution for webinars, live streams or live simulations. A separate "target system" is always required that can be accessed via a URL - e.g. webinars and live streams (e.g.: WebEx, Adobe Connect,GoToWebinar, GoToMeeting, Zoom, Webinarjam, Vimeo, Youtube,)Individual solutions

Can links be included?

Yes, links are integrated via an iFrame. However, it is recommended to use links sparingly. It is not the intention to lead away from the fair. It is therefore best to reserve link widgets for specials, competitions or special highlights such as 3D animation of a product etc. Please note that the contents of the linked website cannot be found via search.

Tip: When uploading your media and information, make sure you include a short description. This is because visitors are looking for interesting content in addition to exhibitors (e.g.: "I would like all media on the topic of SAP implementation").

• BOOTH DESIGN/SUPPORT

Can I view my stand from a visitor's perspective

Yes, this is possible at any time: Simply place "/demo=1" behind the link

Attention: However, this link is only for internal use, not for customers - as long as the trade fair is still under construction, the link should therefore be used for internal purposes only. Note: If a customer uses the link, it will be visible in the contact export with the exhibitor's access data, so that a subsequent lead exploitation is excluded.

What are the stand options?

Basically there are different templates to choose from: the Basic and Premium - Package. These templates/designs can be individually adapted and designed using so-called widgets. With these widgets you can put together your individual information offer. This means that the stand can be designed visually (integration of your graphics, logos, branding) as well as in terms of content (with widgets and features to your taste, e.g. design of the download center

Is it visible how many people are at my stand? For example, in order to be able to start a conversation after a certain number of people have arrived? Is this possible?

Yes, this is possible in the statistics in the backend of your booth - as soon as these visitors interact with information at your booth.

How does the software work? Is it possible to see who was at your stand and who downloaded PDFs, for example? Or can only those who filled out the contact form be tracked?

As soon as a visitor interacts with information at your stand, you will see information about name and email in your statistics

What is your estimation: How much support for the stand do you need at least or can you have at most?

We recommend a minimum of two people for stand supervision. A maximum depends on your capacities and is not set.

• NETWORKING & LIVE-CHAT

What possibilities does the platform offer to proactively approach visitors - as an equivalent to 'addressing visitors in the aisle'?

The Premium Package includes a preconfigured complete solution for a live chat service. This tool offers: Live communication via video. Audio & Chat / Appointment scheduling and calendar synchronization / Unlimited interactions / File exchange and screen transmission.

Are there areas, such as a virtual lounge, where you can meet other people and network with them?

Yes, this possibility will exist. Here we are still in the conception phase or in the selection of tools.

How exactly does "Match Making" work? –

In this respect, we are still in the conception phase or in the selection of tools.

Live chat - how does that work?

The Premium Package already includes the Live Chat Service. DH You can be reached live at the stand and communicate with visitors personally in real time via video, voice and chat. You can interact via screen transmission or make appointments.

What opportunities are there for me as an exhibitor to make contact with visitors after the presentation?

For premium customers: After the presentation on the stage, the exhibitor can, for example, point all participants to the stand, where the live chat function will then take over.

For Basic customers: Either you make your presentation available for free via video or you integrate a lead query into the process. Basically, it is possible to contact the presentation participants via e-mail using the data export provided in the back end.

How many maximum workstations are possible for the live chat and what does it look like?

In the Premium Package 2 workstations are an integrated part of the Live Chat Service Package.

• PROMOTION OF THE STAND AND ACTIVITIES WITHIN THE PLATFORM

Is there a "message board" where you can advertise polls, games, competitions, talks etc.?

I can use widgets to integrate various media at the stand.

Is it possible to advertise the activities on the stand within the platform?

See sponsoring packages.

How can a visitor find stands with topics and lectures that interest him?

As a matter of principle, exhibitors will communicate their products and services as well as the supporting program via a wide variety of channels as part of a comprehensive marketing and communication campaign around ZPE Virtual (newsletter, performance campaigns, social media, ind. invitations, media cooperations, press releases). The communication will be highlight topic oriented (we recommend for the theme day xy...). Additionally, the products and services of the exhibitors and sponsors will be promoted, which can be visited on 5 days.

Each exhibitor can increase his visibility by means of extensive texts, information and descriptions of the individual products he will present at his stand. Every visitor can use the search function to search for products, stands, media.

//CONCEPT ZP EUROPE VIRTUAL

• ACCESS/REGISTRATION

Are tickets needed, if so: how much do they cost?

Registration is required to access the virtual event, however, it is free of charge.

Is there an early bird discount?

No.

• CONTENT INTEGRATION IN ZPE20VIRTUAL

Is it possible to give only impulse lectures without being online the whole time?

In the Premium Package exhibitors book lectures on our Best Practice & Solution Stage. These are recorded in advance by the exhibitor and are then always available and viewable on demand in a kind of library system.

How can exhibitors of a highlight topic be integrated into another highlihgt topic without having to book a second booth?

The packages cover all five days of the fair. The exhibitor decides when and how he wants to be present on the stand. Therefore you are automatically included on every day. A content integration is possible via Highlight Topic Sponsoring.

What are the participation options in the live program?

This is currently planned within the Keynote Sponsoring. The interactive workshop format with 3 live sessions per day is still being developed. It may also be possible to make a booking for exhibitors here.

• SPONSORING

Is there keynote sponsoring or how can one participate in the live presentations

Yes.

Is there such a thing as a "Silver Sponsor" for the digital event
There is a Main Sponsoring, a Highlight Topic Sponsoring and a Keynote Sponsoring.

• BOOTH BOOKING

Does the price depend on the integrated modules?

It is a fixed price. A stand concept for start-ups and trainers/coaches similar to LTA is still in the planning stage.

//MARKETING & LEADS

• LEADS

During a personal presentation on site, the speaker would offer his or her presentation content in order to get business cards from the visitors. What possibilities would we have here after an online presentation?

With the Premium Package you can interact directly with visitors at the stand via audio, video, chat.

Note: For presentations on the Best Practice and Solution Stage it currently depends on the platform for the streaming service - with Premium-Vimeo there are extensive analytic possibilities - in addition you could also integrate a live chat on each stage

As an exhibitor, do I get a list of registrations for re-targeting? / Are the leads from the contact form transferred in real time, or after the event, in the evening? / As an exhibitor and speaker, do I get the complete lead list of registered visitors?

2 possibilities within the scope of the legal DSGVO regulation!

In the backend of your exhibition stand you can see at any time who is at your stand (first name, surname, email address), as soon as they interact with your stand, e.g. watch a video, download a PDF etc. You will also receive a report on these activities at any time (Download as pdf, XLS. etc).
Note: please thank the visitors for visiting your stand!

In addition, all exhibitors can view all visitors of a virtual fair and send a message (contact request) to each visitor within the fair system, provided that the visitor has confirmed this option in his individual profile.

• MARKETING

Do exhibitors receive free admission tickets for interested parties

The ZPE20Virtual is generally free of charge.

How is the trade fair advertised?

Like our previous trade fairs, the virtual event will be advertised via all channels, targeted to the Highlight Topics via various campaigns and our media partners, etc. A detailed list will be provided shortly.

Which target groups will be addressed? (In the past years, many other trainers have been at the trade show, these would be interesting for some exhibitors.)

We address the same target group as for the physical ZPEurope, in addition we have generated additional, new data from last year, which we will now also use.

How are presentations advertised?

The complete program of the show is advertised. As before, the high-quality content is also the teaser for the right visitors.

What does the exhibitor toolkit contain?

The marketing toolkit will of course be made available to you in good time for advertising your participation. It will be similar in scope as before: you will receive banners in various formats as well as logos and signatures of the event. You will also receive a link via which you can invite people to the event.

Which additional advertising options can be booked?

Except for the sponsorships, no further advertising options are planned for the time being. Due to the available time and planning, we have compressed the offer to the best possible presence packages for exhibitors and sponsors.

How will the webinars be advertised in connection with the ZP Virtual application (the aim of the question was whether this would cover/ drown each other out)?

We are working on a marketing concept for ZPE20Virtual and will provide more information on this shortly.