



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





spring Messe Management GmbH Theodor-Heuss-Anlage 2 68165 Mannheim T +49 621 700 19 - 0 www.messe.org

CONTACT

Sandra Reis Director s.reis@messe.org T +49 621 700 19 - 283

Oliver Remke Senior Key Account Manager / Team Lead Sales o.remke@messe.org T +49 621 700 19 - 284



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.

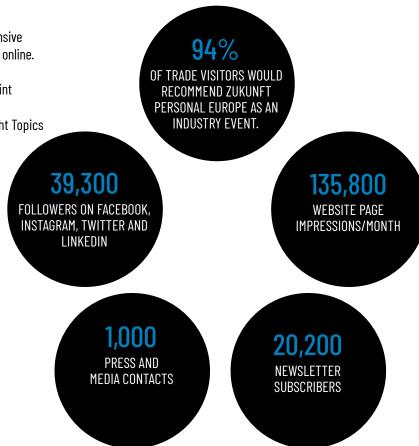
 30+ newsletter campaigns - thematic as well as touchpoint relevant - and comprehensive

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.





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