



EUROPE'S LEADING EXPO-EVENTS

DEDICATED TO THE WORLD OF WORK

LIVE AND
VIRTUAL

DISCOVER
ZP SERIES 2023

HIGHLIGHT TOPICS

RECRUITING
& ATTRACTION

OPERATIONS
& SERVICES

LEARNING
& DEVELOPMENT

CORPORATE
HEALTH

FUTURE
OF WORK

//EXPERIENCE360° HR

// 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.



// RECRUITING & ATTRACTION

TEMPORARY EMPLOYMENT
EMPLOYER BRANDING
RECRUITING
ONBOARDING
PERSONNEL MARKETING
RECRUITMENT



// OPERATIONS & SERVICES

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



// LEARNING & DEVELOPMENT

INDIVIDUAL DEVELOPMENT
ORGANIZATIONAL DEVELOPMENT
PERSONNEL DEVELOPMENT



// CORPORATE HEALTH

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



// FUTURE OF WORK

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

33,835
VISITORS

1,849
EXHIBITORS

91%
OF TRADE VISITORS
ARE INVOLVED IN
PURCHASING
DECISIONS

ORGANISER



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// TARGETING

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.

94%

OF TRADE VISITORS WOULD
RECOMMEND ZUKUNFT
PERSONAL EUROPE AS AN
INDUSTRY EVENT.

39,300

FOLLOWERS ON FACEBOOK,
INSTAGRAM, TWITTER AND
LINKEDIN

135,800

WEBSITE PAGE
IMPRESSIONS/MONTH

1,000

PRESS AND
MEDIA CONTACTS

20,200

NEWSLETTER
SUBSCRIBERS

// KPIs:

ZPDX ZP DIGITAL 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