



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

ZP 365

CREATING TOUCHPOINTS FOR THE WORLD OF WORK

WWW.ZUKUNFT-PERSONAL.COM

The content and community platform with news, faces, insights, highlights and topics about the digital and analogue world of work Networking, Learning, Inspiration & Information -365 days a year!

//360° HR EXPERIENCE

RECRUITING & ATTRACTION

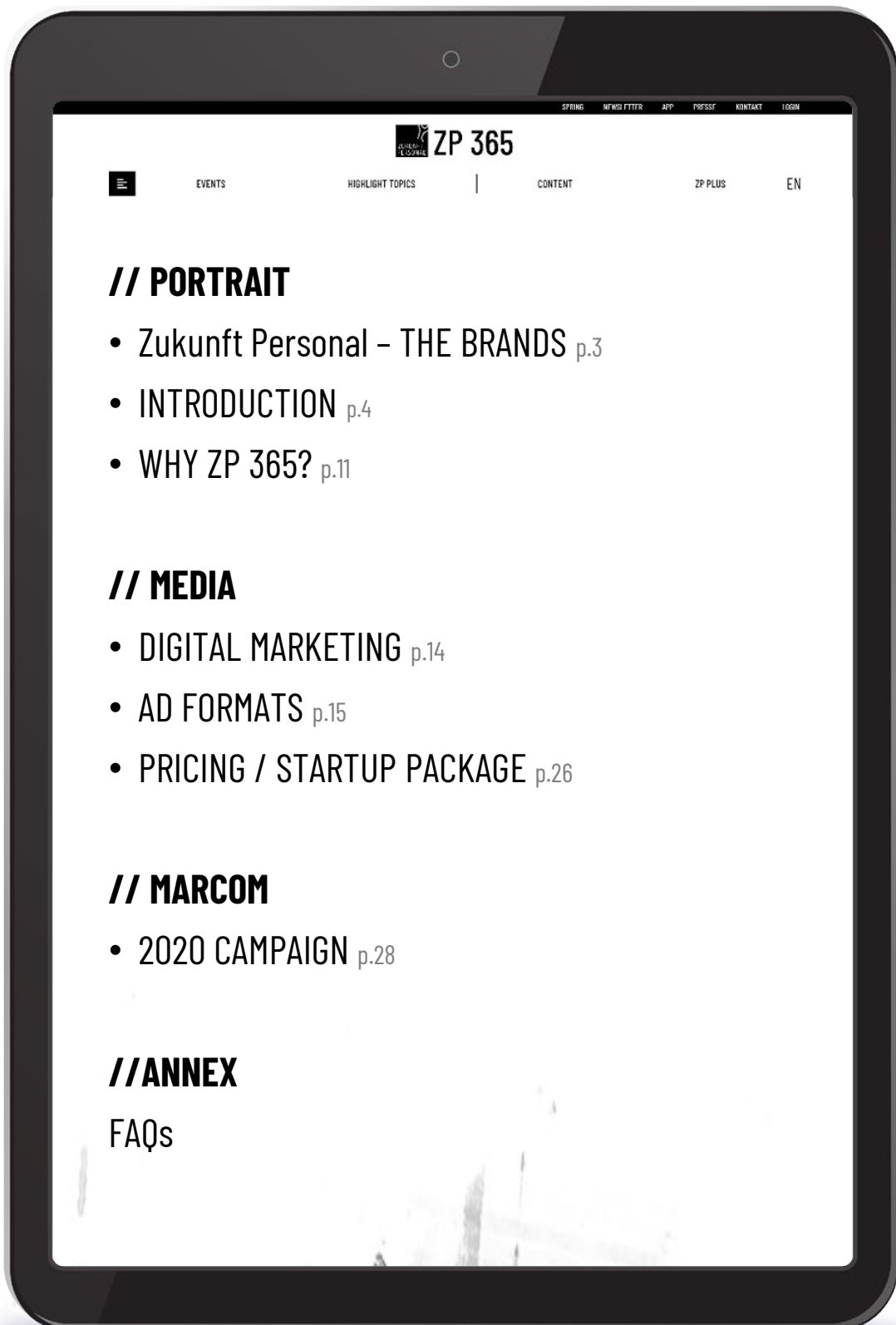
OPERATIONS & SERVICES

LEARNING & TRAINING

CORPORATE HEALTH

FUTURE OF WORK

**INTRODUCTION
FOR SALES AND
MARKETING**



// PORTRAIT

- Zukunft Personal – THE BRANDS p.3
- INTRODUCTION p.4
- WHY ZP 365? p.11

// MEDIA

- DIGITAL MARKETING p.14
- AD FORMATS p.15
- PRICING / STARTUP PACKAGE p.26

// MARCOM

- 2020 CAMPAIGN p.28

//ANNEX

FAQs

LIVE COMMUNICATION DIGITAL

//ZP Events

- _ Presentations
- _ Workshops
- _ Guided Tours
- _ Networking
- _ Party (HR:Motion)
- _ Happy:nings
- _ Brunch
- _ Interactive formats
- _ Media Lounge
- _ Blogger Lounge
- _ Award ceremonies



ZUKUNFT PERSONAL ZP 365 //ZP 365



- _ 365 days a year
- _ All-round HR experience
 - _ Networking
 - _ Learning
- _ News, Faces, Insights
 - _ Collaboration
- _ Transformation
 - _ Community Platform
- _ Highlight Topics
 - _ HR Community
 - _ HR Insights
 - _ HR News
 - _ HR Experts

CUSTOMER

Exhibitors, sponsors, press, speakers, bloggers, experts, visitors

Need for: Inspiration, overview, information, trends, diversity

ZUKUNFT PERSONAL ZPplus

Become a member & benefit from exclusive advantages: loyalty programme, ticket discounts and much more
On-site benefits: drinks, ZPplus Lounge, Fastlane

//Highlight Topics



//RECRUITING & ATTRACTION

//OPERATIONS & SERVICES

//LEARNING & TRAINING

//CORPORATE HEALTH

//FUTURE OF WORK

PERMANENT BETA



THE WORLD OF WORK
IS CHANGING...

... AND SO
ARE WE!

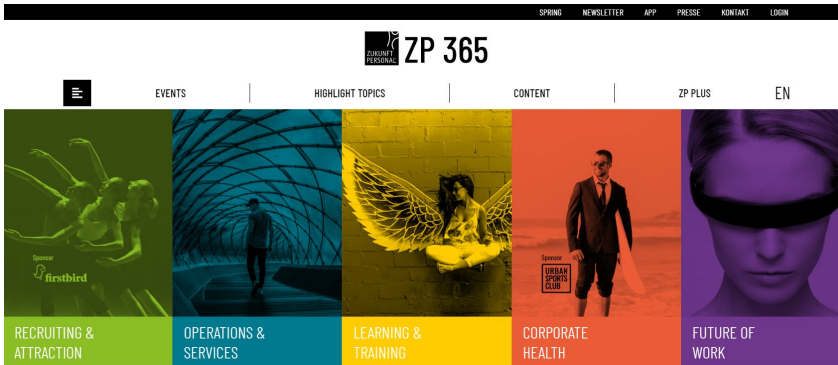


Change is the new constant: we live in a world of permanent change, characterised by megatrends such as digitalisation and transformation. As a result, the world of work constantly faces new challenges, continues to be confronted with many crises and opportunities, and is looking for solutions.

The surrounding conditions may well change, even for us, but one thing remains the same: decision-makers and pioneers in the working world can find platforms for discussion, expertise and impulse in the analogue and – in future also – in the digital world of Zukunft Personal.

// PORTRAIT

INTRODUCTION

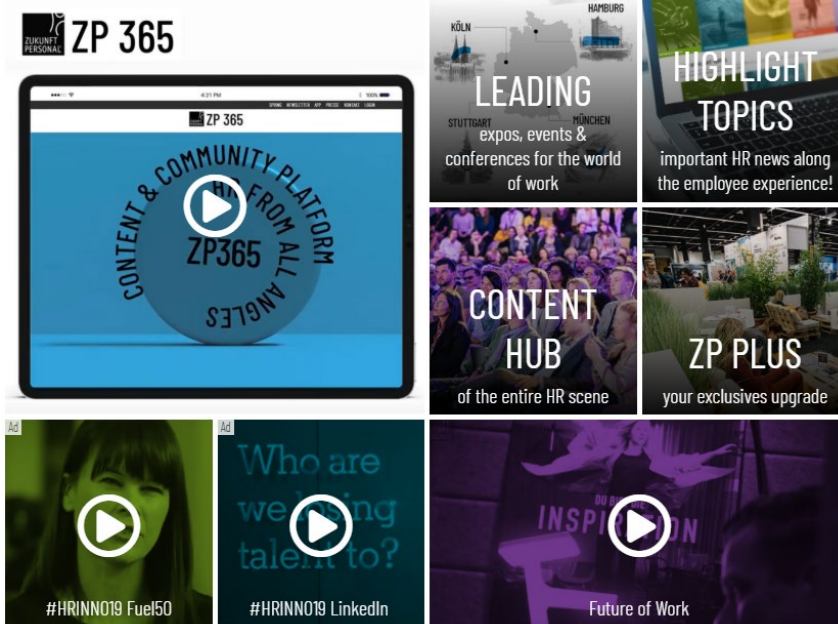


Complete overview

multimedia

responsive

subject-specific



ZP 365 is the Zukunft Personal content and community platform featuring news, faces, insights, highlights and topics about the digital and analogue world of work

Networking, learning, inspiration & information –
365 days a year!

<p>EVENTS</p> <ul style="list-style-type: none">ZP EUROPEZP SÜDZP NORDCORPORATE HEALTH CONVENTION	<p>HIGHLIGHT TOPICS</p> <ul style="list-style-type: none">RECRUITING & ATTRACTIONOPERATIONS & SERVICESLEARNING & TRAININGCORPORATE HEALTHFUTURE OF WORK	<p>← Overview of all Events & Highlight Topics</p>
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modern menu concept



INTRODUCTION

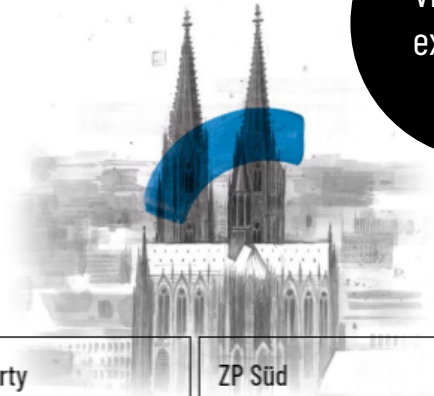
visual user
experience

ZP Europe

Koelnmesse, Cologne
15 - 17 September 2020



DETAILS >



HR Innovation Award
Part of ZP Europe
Cologne
15 September 2020

HR:MOTION - HR party
Next stop
Cologne
15 September 2020

ZP Süd
Messe Stuttgart
20 - 21 April 2021

ZUKUNFT PERSONAL ZP 365

ZUKUNFT PERSONAL ZP EUROPE KOELNMESSE 15.-17. SEPTEMBER 2020

The Zukunft Personal Europe in Cologne is the leading exhibition dedicated to the world of work. This leading European exhibition acts as a catalyst connecting professionals and markets in the fields of HR management, digitalisation and leadership. The most important HR event of the year!

Save the Date!
15 - 17 September 2020 | Koelnmesse | #ZPEurope20



easy to
browse

// PORTRAIT

INTRODUCTION

A WALK THROUGH: HIGHLIGHT TOPICS
for each individual event and spanning all events

WHERE & HOW TO SCOUT FOR NEW TALENTS?

//RECRUITING & ATTRACTION

WHAT WILL EDUCATION LOOK LIKE IN THE FUTURE?

//LEARNING & TRAINING

HOW TO ENCOURAGE WORK-LIFE BALANCE?

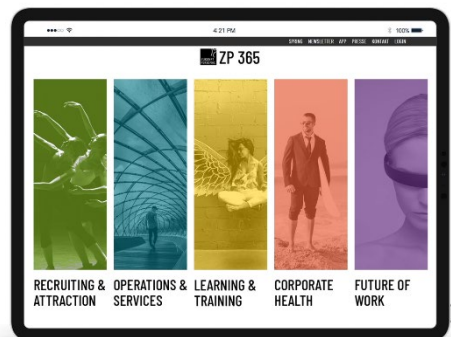
//CORPORATE HEALTH

HOW TO MASTER DIGITAL TRANSFORMATION?

//OPERATIONS & SERVICES

WHAT WILL MODERN HR MANAGEMENT LOOK LIKE?

//FUTURE OF WORK

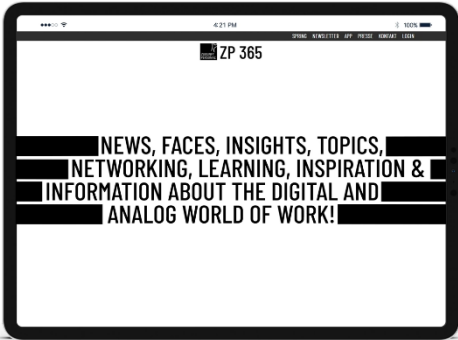


// PORTRAIT

INTRODUCTION

A WALK THROUGH: CONTENT NEWS • FACES • PROGRAMMES

for each individual event and spanning all events



// ZP FACES

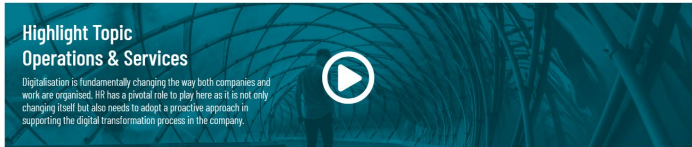
Discover experts, speakers and knowledge specialists from the field of Operations & Services.

// ZP NEWS

Read current articles, interviews and much more on the highlight topic Operations & Services.

// ZP PROGRAMME

Whether videos, podcasts, events: Here you will find further exciting content on Operations & Services.



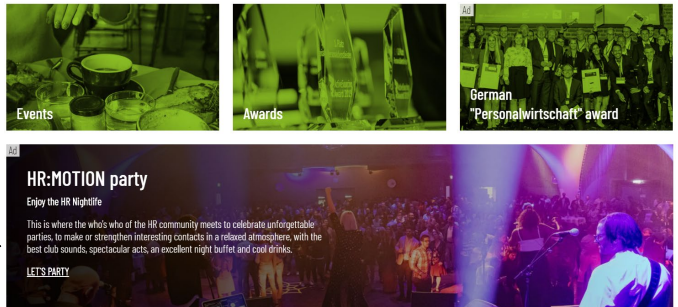
// ZP FACES

The ZP Faces include selected experts, speakers and knowledge specialists from the fields of Learning & Training. Get to know all [ZP Faces](#)!



// ZP PROGRAMME

Do you know these awards in the field of Recruiting & Attraction? More exciting content such as videos, podcasts and events can be found in the [ZP Programme](#)!



// ZP NEWS

Current articles and interviews on all aspects of occupational safety, employee satisfaction, e-health or health communication, etc. can be found in the [ZP News](#)!

Finding employment, mental health, and the barrier between them

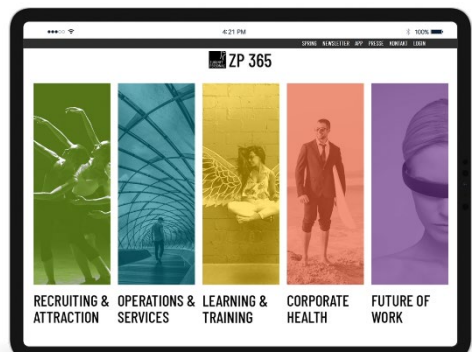
12.11.2019 It was mental health awareness week recently, at least in the UK, where people were invited to discuss issues around mental health (or MH) and raise awareness of the problems faced by those who are affected by mental health problems. As far as the world of work goes, much of the focus was how people in work should think about the issues. There was very little in the way of detailed explanations of how we can actually work on the issues, at least in my little window to the world. And we really need to work on these issues. [MORE](#)

Sleeping on the job (eng)

07.08.2019 At the risk of stating the obvious, [human beings need sleep](#). Without it, you become cranky, then unwell, then seriously unwell, and then you'll either sleep on your feet or sleep in your coffin. But, given the importance of sleep to humans, and the fact that our job is to deal with the human element of any workforce, we really need to talk about it more. [MORE](#)

Latest trends in employee mood measurement (eng)

18.03.2019 Not too long ago the main instrument to gather data about the mood of the employees in the different parts of the organisation was the annual employee engagement survey. Once per year, or one every two-years, a long questionnaire was distributed to the employees. [MORE](#)



// PORTRAIT

WHY ZP 365?

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 | organisational 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:

RECRUITING & ATTRACTION	Recruiting & Attraction
OPERATIONS & SERVICES	Operations & Services
LEARNING & TRAINING	Learning & Training
CORPORATE HEALTH	Corporate Health
FUTURE OF WORK	Future of Work

Digital marketing: so you benefit from:

- 20 years' experience in the world of work
- 90,010 page impressions/month – rising trend!
- Subject-specific ad placements to directly address your target group
- Ad placements across different topics or for independent areas.
- Approx. 50,000 direct contacts (according to subjects and events)

FACTS & FIGURES – DIGITAL



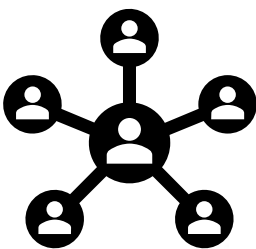
Page Impressions

90,010 per month



Session duration

00:02:27



Social media

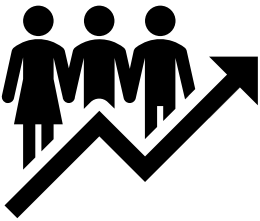
27,477 followers

WHY ZP 365?

FACTS & FIGURES – LIVE EVENTS



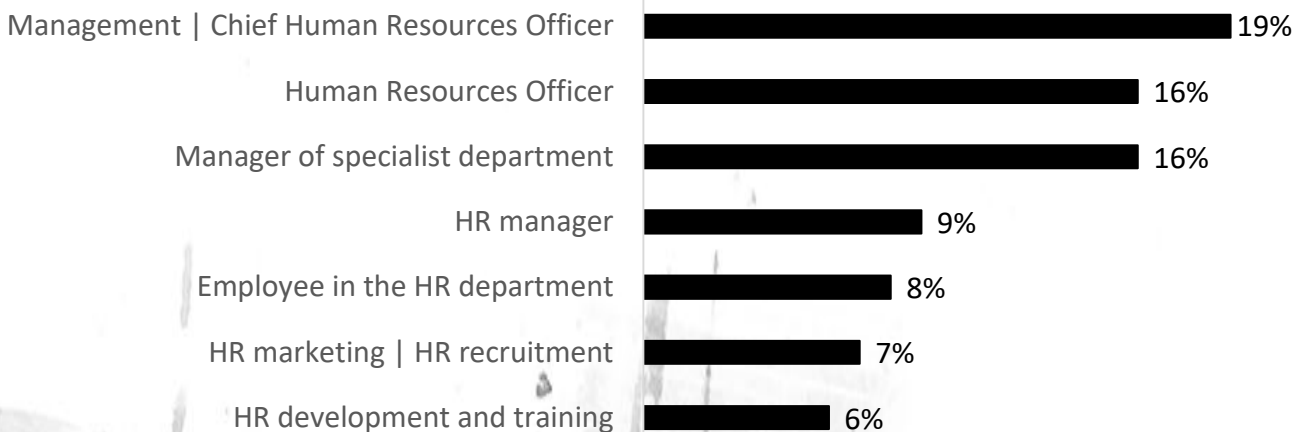
33,171 professional visitors



91% of professional visitors are involved in purchase decisions



Professional visitor positions*
*Extract



ZP 365

HUMAN RESOURCES

365 DAYS A YEAR 360°

// With the new website, we have created a content and community platform which covers all the latest HR Management topics and combines all brands of the Zukunft Personal universe.

// The platform represents the all-round HR experience – 365 days a year. It covers, and elaborates on, highly relevant topics, fuels the HR discourse, takes up debates and transmits live experiences. It promotes informative and challenging discussions on topics related to the world of work.

// ZP 365 means high quality content, news and industry insights throughout the year. In this way, we combine the analogue and digital world of work into one interactive and brand new content hub.

// At the same time, we offer our partners a strong, responsive platform for marketing, lead generation and media advertising for their companies.

THESE AD FORMATS ARE IDEAL FOR YOUR PICTURE/TEXT ADS

BANNERS

Banner ads are a small but great way to draw attention to your company and your products. Use the compact image/text version or the image-only ad!

EUR 750
per week



Picture including text with background



Picture ad

FORMAT (WxH): 530 x 316 pixels, 72 dpi

FILE FORMAT: png, jpg, gif

FILE SIZE: max. 50 kB

INCLUDING LINK

Integration - topic-specific:

- ZP 365: Home page, Contents page: Programme
- Events pages: Home page, Visit, Programme

Integration - topic-specific:

- ZP 365: Highlight Topics* homepage and subpages: Programme
- Events pages: Highlight Topics* subpage

*Highlight Topics: Recruiting & Attraction / Operations & Services / Learning & Training / Corporate Health / Future of Work

THESE ADS ARE IDEAL FOR HIGHLIGHTING YOUR EXTENSIVE MULTI-MEDIA PRESENCE

BIGSIZE / picture with text

Bigsize ads put your company and products in the spotlight. Use the image/text-only variant with a link to your website or add an additional exciting video!

EUR 1,590
per week



FORMAT (WxH): 1650 x 450 pixels, 72 dpi

FILE FORMAT: png, jpg, gif

FILE SIZE: max. 120 kB

TEASER: max. 480 characters including spaces and title

INCLUDING LINK

Integration - topic-specific:

- ZP 365: Home page, Contents page: Programme / News, ZP Plus
- Events pages: Home page, Visit, Programme, Events

Integration - topic-specific:

- ZP 365: Highlight Topics* homepage and subpages: Programme / News
- Events pages: Highlight Topics* subpage

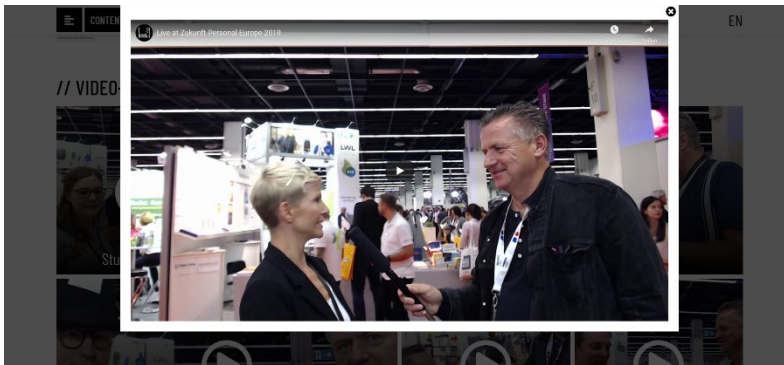
*Highlight Topics: Recruiting & Attraction / Operations & Services / Learning & Training / Corporate Health / Future of Work

THESE ADS ARE IDEAL FOR HIGHLIGHTING YOUR EXTENSIVE MULTI-MEDIA PRESENCE

BIGSIZE / video in pop up

Bigsize ads put your company and products in the spotlight. Use the image/text-only variant with a link to your website or add an additional exciting video!

EUR 1,690
per week



FORMAT (WxH): 16:9
- min. 1280x720 pixels. 720p. (HD)
- max. 1920x1080 pixels. 1080p. (Full HD)
FILE FORMAT: mp4, avi, wmv, mov
LENGTH: max. 59 seconds

INFO: is set to ZP Youtube channel

Integration - topic-specific:

- ZP 365: Home page, Contents page: Programme / News, ZP Plus
- Events pages: Home page, Visit, Programme, Events

Integration - topic-specific:

- ZP 365: Highlight Topics* homepage and subpages: Programme / News
- Events pages: Highlight Topics* subpage

*Highlight Topics: Recruiting & Attraction / Operations & Services / Learning & Training / Corporate Health / Future of Work

THESE ADS ARE IDEAL FOR HIGHLIGHTING YOUR MULTI-MEDIA PRESENCE

MEDIA

In the media ad, you can subtly put yourself in the limelight, whether with one of the picture variants or by adding another video message!

EUR 1,690
per week



INFO: is set to ZP Youtube channel

FORMAT FOR THE PICTURE WITH THE PLAY SYMBOL (WxH): 405 x 405 pixels, 72 dpi

FILE FORMAT: png, jpg, gif / MAX. FILE SIZE max. 50 kB

REQUIREMENTS VIDEO:

FORMAT (WxH): 16:9

- min. 1280x720 pixels. 720p. (HD)

- max. 1920x1080 pixels. 1080p. (Full HD)

FILE FORMAT: mp4, avi, wmv, mov

LENGTH: max. 45 seconds

Integration - topic-specific:

- ZP 365: Home page, Contents page: Programme, ZP Plus
- Events pages: Homepage, About ZP

Integration - topic-specific:

- ZP 365: "Programme" subpage of Highlight Topics*
- Events pages: Highlight Topics* subpage

*Highlight Topics: Recruiting & Attraction / Operations & Services / Learning & Training / Corporate Health / Future of Work

THESE ADS ARE IDEAL FOR HIGHLIGHTING YOUR FOCUS ON PEOPLE

FACES / picture with text

Portraits/CVs of keynote speakers, committees, experts, partners, etc. The contents are presented in a captivating, moving, concrete, personal and very emotive way.

EUR 1,590
per week



Michael CURSE Kurth

- publishes music since 1998 under the artist name CURSE
- "The philosopher among rappers" (Juice), unique in his writing about the "pursuit of happiness, of meaning, of fulfilment" (F.A.Z.)
- Certified Systemic Coach & Change Manager (Ineko Institute at the University of Cologne), Speaker and Meditation Trainer
- His #1 iTunes Podcast is humorously and practically dedicated to the topics of personality development, self-reflection and unconventional problem solving
- In 2018, his non-fiction debut "Imagine waking up "to the Top 10 Spiegel bestseller" was published
- Since 2019, Michael CURSE Kurth has been appearing annually on national and international stages as a rapper, speaker and coach on around 50 dates

FORMAT (WxH): 654 x 654 pixels, 72 dpi

FILE FORMAT: png, jpg, gif

FILE SIZE: max. 120 kB

BIOGRAPHY: max. 900 characters including spaces
INCLUDING LINK

Integration - topic-specific:

ZP 365: "Faces" contents page

Integration - topic-specific:

ZP 365: Highlight Topics*: Faces subpage

*Highlight Topics: Recruiting & Attraction / Operations & Services / Learning & Training / Corporate Health / Future of Work

THESE ADS ARE IDEAL FOR HIGHLIGHTING YOUR FOCUS ON PEOPLE

FACES / video in pop up

Portraits/CVs of keynote speakers, committees, experts, partners, etc. The contents are presented in a captivating, moving, concrete, personal and very emotive way.

EUR 1,690
per week



Michael CURSE Kurth

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Same key data as in variant 1 / info: play symbol is displayed

FORMAT (WxH): 16:9

- min. 1280×720 pixels. 720p. (HD)

- max. 1920×1080 pixels. 1080p. (Full HD)

FILE FORMAT: mp4, avi, wmv, mov

LENGTH: max. 59 seconds

INFO: set to ZP Youtube channel

Integration - topic-specific:

ZP 365: "Faces" contents page

Integration - topic-specific:

ZP 365: Highlight Topics*: Faces subpage

*Highlight Topics: Recruiting & Attraction / Operations & Services / Learning & Training / Corporate Health / Future of Work

THESE ADS ARE IDEAL FOR HIGHLIGHTING YOUR PRESENCE AS AN EXHIBITOR

FEATURED EXHIBITOR

Exhibitors can position themselves prominently on the respective Events pages.

EUR 590
per week



Limited to 18 ad spaces, in alphabetical order

FORMAT (WxH): 250 x 143 pixels, 72 dpi

FILE FORMAT: png, jpg, gif

FILE SIZE: max. 10 kB

Integration - topic-specific:

Events pages: Home page, Infos & Services (visitors), Infos & Services (exhibitors)

Integration - topic-specific:

Events pages: Highlight Topics* subpage

*Highlight Topics: Recruiting & Attraction / Operations & Services / Learning & Training / Corporate Health / Future of Work

THESE ADS ARE IDEAL FOR HIGHLIGHTING YOUR EDITORIAL PERFORMANCE

ADVERTORIALS

Advertorials give you the space to present your expertise in a specific field through a professional, editorial article.

EUR 2,000 per week

Important: The ads must comply with ZP Europe's corporate design in order to ensure an attractive and uniform appearance. On request we will be happy to provide examples as recommendations.



Cultural Analytics, its implications and use cases

11.09.2019 Today's world is more inter-connected than ever before, across continents, companies, institutions, generations and cultures. But how do we handle the increased speed and pressure that accompanies this interconnectedness? [MORE](#)



Personalisation in HR - some ideas

04.09.2019 Are you able and willing to personalise? It has to do with the ability and the willingness of the organisation to personalise, and with the level of acceptance of differences of the employees in the organisation. [MORE](#)



Keynote Speaker Interview with Marion Rövekamp

30.08.2019 Marion Rövekamp is Keynote Speaker at the Zukunft Personal Europe 2019. Her speech is entitled "Shaping the energy world with the power of diversity". We interviewed the Chief Human Resources Officer at EWE AG. [MORE](#)



Employee engagement and exoerience driven by culture first

29.05.2019 Employee Engagement refers to an employee's job satisfaction, loyalty, and inclination to spend discretionary effort toward organizational goals. How should companies measure engagement? [MORE](#)

Integration - topic-specific:

ZP 365: Home page, contents page: News

Integration - topic-specific:

ZP 365: Highlight Topics*: News subpage

*Highlight Topics: Recruiting & Attraction / Operations & Services / Learning & Training / Corporate Health / Future of Work

THESE ADS ARE IDEAL FOR HIGHLIGHTING YOUR EDITORIAL PERFORMANCE

ADVERTORIALS / Formats

EUR 2,000 per
week

>> TEASER:

Image format (WxH): 390 x 200 pixels, 72 dpi

File format: png, jpg, gif

File size: max. 20 kB

Title: max. 70 characters including spaces

Teaser text: max. 190 characters including spaces

>> And editorial articles:

Image format (WxH): 1090 x 450 pixels, 72 dpi

File format: png, jpg, gif

File size: max. 130 kB

Text: approx. 6,000 characters including spaces

>> And Autorenbox:

Picture format (WxH): 150 x 150 pixels, 72 dpi

File format: png, jpg, gif

File size: max. 10 kB

max. text 400 characters including spaces and link

SPECIAL SERVICE FOR EXHIBITORS AND SPONSORS – FREE OF CHARGE!

EXHIBITOR NEWS

You can present your latest products in an optimum way in Exhibitor News. Send us your press release as a Word and PDF file including cover picture.



Balluff überzeugt Jury mit Nachwuchsprogramm

17.09.2019 • Personalwirtschaftspreis in Köln vergeben • AUBI-plus Partner der Kategorie Ausbildung Köln/Hüllhorst/Neuhausen, 17. September 2019 – Gestern ...

[MEHR LESEN >](#)



JobTeaser auf der Zukunft Personal Europe: Die Plattform für Karriereentwicklung und Recruiting der Generation Z

16.09.2019 Köln, 16. September. JobTeaser ist die führende Recruitment Plattform für Studierende und Absolventen in Europa. Das Start-up bringt auf seiner...

[MEHR LESEN >](#)



XING erfindet Employer Branding neu

16.09.2019 Hamburg, 17.09.2019 – Ein geflügeltes Wort besagt: „Man kommt zu einer Firma wegen der Aufgabe - und geht wegen des Vorgesetzten oder der...“

[MEHR LESEN >](#)



HR-Trends und Global Leadership Award auf dem Show-Truck - Dale Carnegie präsentiert sich auf der Zukunft Personal Europe

13.09.2019 München, 13. September 2019. Dale Carnegie, der führende Anbieter internationaler Sales- und Leadership-Trainings, ist zu Gast auf der Zukunft...

[MEHR LESEN >](#)

PICTURE: 1090 x 450 pixels (cover picture), 390x200 pixels (preview)
PRESS RELEASE: Word file (if required: press release as PDF file for download)
DATE: flexible
PUBLICATION: promptly, no date scheduled

Integration - topic-specific:
Events pages: NEWS contents page

SPECIAL SERVICE FOR EXHIBITORS AND SPONSORS – FREE OF CHARGE!

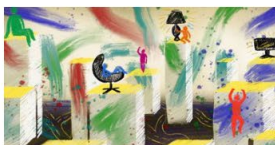
BLOG ARTICLE

Editorial reports curated by the ZP team on current trends and developments throughout the entire HR sector and exciting interviews with well-known experts in the world of work.

This is where selected partners, guest authors, experts, bloggers and other stakeholders have their say.

Publication takes place promptly.

// READ THIS



AI and analytics: Please improve my experience

11.02.2020 If the system was only a little bit intelligent it could be more adaptive. The chasing frequency (and maybe also the chasing tone) could be adapted to the characteristics of the client. [MORE](#)



Future of Work & Workforce with Blockchain

05.11.2019 According to the Harvard Business Review, the blockchain is a foundational technology that has the potential to create new foundations for our economic and social systems. But it will take a long time for the blockchain to seep into our economic and social infrastructure. [MORE](#)



AI and Automation in HR: Impact, Adaption and Future... - Part 2

17.10.2019 AI has been changing our lives for decades, but today its presence is bigger than ever before. Sometimes, we don't even realize it when a new AI-powered system, tool, or product appears and outperforms us, humans. [MORE](#)



Useful personal technology for HR professionals

08.10.2019 In an interview Tom Haak was asked the question: "What tools and technology do you use at the HR Trend Institute? Do you walk the talk?". He can give an overview of the applications he personally use, and they can be very useful for HR professionals. [MORE](#)

CONTRIBUTION: non-promotional wording

LENGTH: approx. 6,000 characters including spaces

PICTURE: 700x400 pixels (cover picture) with indication of source, additional picture material welcome

OPTIONAL: picture 150x150 pixels (Autorenbox) & max. 300 text characters including spaces

IMPORTANT: freely selectable subject. Contribution must be focused on a specific theme.

Integration - topic-specific:

ZP 365: Highlight Topics*: News subpage

*Highlight Topics: Recruiting & Attraction / Operations & Services / Learning & Training / Corporate Health / Future of Work

ADS OVERVIEW

Marketing – startup package

Packages: ZP series / Highlight Topics / ZP Plus on request

All prices excl. VAT

Valid until
31/08/2020

AD		Preis pro Woche	Preis pro Monat
Start small	Banner & Featured Exhibitor	670,00 €	2.280,00 €
Good Start	Bigsize/Video + Featured Exhibitor	1.140,00 €	3.420,00 €
Highlight Topic	Banner + Bigsize Ad Video + Advertorial jeweils im ausgewählten Highlight Topic	2.220,00 €	5.930,00 €
3 für 2 Option		je nach Ad	je nach Ad

Basic ad variants

Valid until
31/12/2020

AD	Variante	Preis pro Woche	Preis pro Monat
Banner	Bild-Text	750,00 €	2.790,00 €
Bigsize	Bild-Text	1.590,00 €	4.770,00 €
	Video	1.690,00 €	5.070,00 €
Media	Video	1.690,00 €	5.070,00 €
Faces	Bild-Text	1.590,00 €	4.770,00 €
	Video-Text	1.690,00 €	5.070,00 €
Featured exhibitors	Logo	590,00 €	1.770,00 €
Advertorials	Text inkl. Bilder	2.000,00 €	4.000,00 €

Choose your exclusive marketing startup package!

Valid until
31/08/2020

1. Start small

EUR 670
per week
instead of
EUR 1,340

Banner in the required section +
Featured exhibitor

2. Good start

EUR 1,140
per week
instead of
EUR 2,280

Bigsize / video (e.g. under Highlight Topic) +
Featured exhibitor

3. Highlight Topic

EUR 2,220
per week
instead of
EUR 4,440

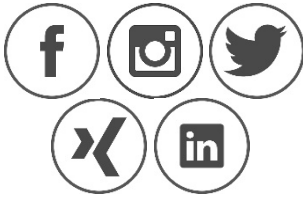
"Highlight Topic" + banner
Bigsize ad video +
Advertorial in the selected Highlight Topic

4. 3 for 2

buy 3 -
pay for 2

Choose the ad format yourself - if you book the
same ad format for three events, you only pay for
2 of them!

2020 CAMPAIGN



Social media



Pre-campaign
from 1 April



ZP365 GO LIVE | 8 April

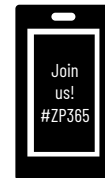
Visitors & exhibitors
on 8 April



Newsletter



from CW17



Performance campaigns

CONTACT INFO



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We look forward to receiving your feedback and questions:

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ANNEXES
FAQs