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HRM Expo[®]



The European HRM
expo and convention

25-27 September 2012 Expo Center Cologne



Europe's largest Exhibition for Human Resource Management

www.hrm-expo.com

Exhibitor Information

Parallel Conference:



3. European Professional Congress for E-Learning,
Knowledge Management and Personnel Development

Sponsors



Partners



The Exhibition

Europe's largest
B2B event for
Human Resource Management



The attraction for HR managers from all over Europe

Nowadays, Human Resource Management is one of the most dynamic business areas. One of the challenges is facing the demographic change: companies need to diversify their workforce regarding age, experience and background. Another important topic is the increasing use of internet and mobile services and the question how HR management tools can keep up with the pace of new media. These two megatrends go hand in hand with the growing globalisation of economic networks, and consequently, international orientation is also an increasing demand in Human Resource Management.

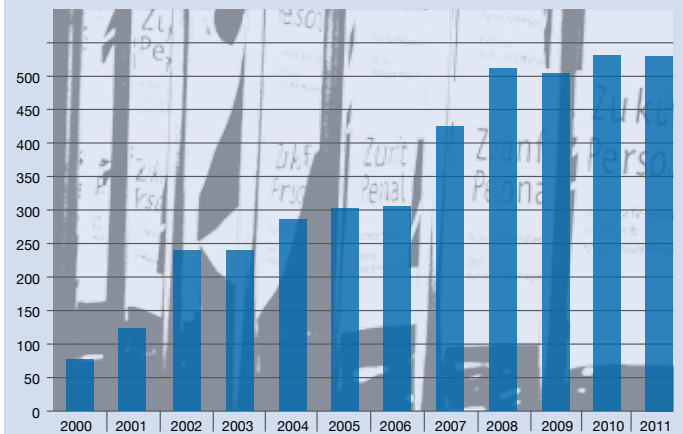
HR professionals who want to meet these challenges have to keep up with the latest developments in products and services and exchange information with colleagues on a regular basis. This is the reason why once a year Cologne becomes The European Capital of Human Resource Management. From 25 – 27 September 2012, Europe's biggest B2B event on all topics related to Human Resource Management, opens the door for its 13th edition at koelnmesse.

In 2011, more than 12,000 trade visitors attended the HRM Expo, 95% of them being decision makers or responsible for preparing purchasing decisions in their company.

Over 500 suppliers of HR services and products were present with an exhibition booth. In addition, HRM Expo offers a conference programme of approximately 220 lectures and panel discussions. At the same time as renowned speakers from academia and industry, the exhibitors have the opportunity to present their expertise in a lecture.

In short: Europe's largest exhibition for Human Resource Management has become a "must" in the agenda of HR service providers.

Development of the number of exhibitors



Partner Country UK

As HR managers in many companies now have to act across borders, each year a partner country supports professional exchange at HRM Expo. In 2012, the United Kingdom of Great Britain and Northern Ireland (UK) will be in charge of the international area of the fair. The organiser will especially promote the presence of exhibitors and invite expert speakers from the UK.



Trade Visitors



95% of visitors are decision makers or prepare purchasing decisions in their company

The following HR decision makers attend the exhibition in order to get an overview of the current market and to find valuable tools that help them make key decisions. They also appreciate the various opportunities to compare the different offers that are presented.

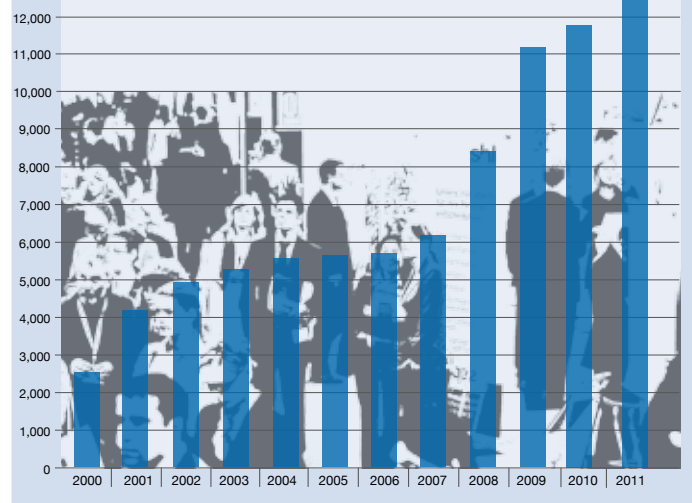
- HR Directors
- HR Managers
- Staff Recruiters
- HR Administrators
- Staff Developers
- Staff Recruiters
- Payroll Accountants
- HR decision makers from public administration
- HR decision makers from health care
- Employees of the HR Department
- Managing Directors
- CEOs and CFOs
- Members of the Executive Board
- Members of the Board of Directors
- General Managers
- Heads of Division
- Heads of Department
- Members of the Workers Council
- Heads of HR
- HR Staff Representatives
- Work Safety Officers
- Data Security Officers
- Worker Directors
- Lawyers
- IT Specialists
- Employees in HR Marketing
- Internal Coaches
- Professors
- University Teachers
- Journalists & Editors of daily press & the trade press

VISITOR'S COMMENT:

'I am thrilled how well organised this fair is. There is a great variety of topics and the lectures I have attended so far, qualify as excellent. I am particularly interested in the latest developments in HR management, especially recruiting. The professional visitors of the fair and the exhibitors gave me valuable input for my work.'

Hubert Führer, Resourcing Manager, abresa GmbH

Development of Visitor Numbers



Trade Visitor Marketing

The most important criterion for your success at an exhibition is attracting the right visitors. Our marketing support guarantees your success:

- At least five direct mailings to HR decision makers in Germany and worldwide (each mailing to 5,000 – 85,000 named contacts). For example, 50,000 HR experts receive the presentation programme
- Extra supplements and 'Exhibition Journal/Exhibition Specials' in the most important trade media (circulation: 200,000)
- More than 100 ads in the nationwide daily press and the trade press, such as 'Süddeutsche Zeitung', 'Frankfurter Allgemeine Zeitung' or 'Financial Times Germany'
- Cooperations with trade media and conceptual sponsors
- Press releases to the most important daily newspapers and trade journals as well as online publications and blogs
- Posters at hotspots at the most frequented train stations in Germany
- Online information and service at www.hrm-expo.com
- Social Media – via Twitter, Facebook, Xing, LinkedIn, Flickr, YouTube and Co.

Stand Space



You, as exhibitors, are at the centre of our attention

We offer various opportunities to exhibit at the HRM Expo. Whether you choose an aisle stand, corner stand, peninsula stand or an island stand - everything is possible!

We are more than happy to give you advice on how to find the right position for your stand. Your personal account manager from spring Messe Management will be available to answer all your questions. If needed, we will assist you in finding a competent partner for your individual stand construction and for your exhibition marketing as well.

With our online exhibitor's handbook, your exhibition attendance will be a success. You can order various advertising materials, invite your customers with e-tickets and track which tickets were used at which time.

HRM.de



Extra-Bonus for Members

If you have a basic or professional membership at the online portal HRM.de you will receive a special discount for exhibiting at the HRM Expo.

In addition to the discount you will be listed with your logo in our online exhibitor listing.

Through HRM.de you can also connect with other visitors beforehand and arrange appointments during the exhibition.

Vice versa you will profit as well: as an exhibitor of the HRM Expo you will receive the basic or professional membership at a discounted rate. It's worth comparing!

With your registration fee you will receive:

- Complimentary exhibitor passes according to stand size
- Entry in the exhibition catalogue incl. your logo and contact information
- Your company will be listed in all exhibitor listings in flyers, brochures, the exhibition journal and the presentation programme
- Up to 500 characters of additional text in our online exhibitor listing
- 2 tickets to our popular exhibitors' evening
- Unlimited number of reduced priced tickets for the exhibition, advertising material and stickers
- Extensive advice on choosing your stand space
- Support with preparing for the exhibition
- Free space for your press portfolio on the exhibition site

A successful participation can be planned!

If you invite your existing and potential customers to a special event at your stand, you can pro-actively influence your chances for success.



EXHIBITOR'S COMMENT:

'We were very happy with our booth and our presence as a major sponsor at this year's edition of 'HRM Expo'. Social recruiting is now an integral part of Human Resource Management. Compared with last year, we have observed a strong growth in the number of visitors. We have presented our entire range of products to our existing and potential new customers, presented news, but also discussed concrete applications. We also had a great response to two lectures we delivered on the subject 'Social Recruiting with XING'. The results of the fair are still to be evaluated, but we can very well imagine participating in the 2012 edition.'

Stefan Schmidt-Grell, Marketing Director, XING AG

Special Exhibition Zones



Action-Zone Training

The 'Action-Zone Training' gives trainers the opportunity to present extracts from their coaching seminars and workshops. In contrast to the rather passive visit at the exhibition stands and lectures, this format invites the audience to 'interaction' and 'learning by doing'. There are alternating slots in 20-30-minute intervals on two presentation areas.

E-Learning

This area is specifically reserved for companies offering consulting services or products for E-Learning and knowledge management. Exhibitors have the additional option to apply for a 30 or 45 minute presentation in a special forum.

International HR Management

The special area 'International HR Management' has been designed for companies that offer products or services for Human Resource Management across borders, or have representations in different countries. Examples may be relocation services, moving companies, international recruiting, temporary employment, insurance, safety, pension funds, international management consulting or consulting on aspects of labour law, work permits and residency.

Right next to this special area, you will find the International Networking Lounge which specifically addresses our international visitors. The workshops at the Lounge are held in English and have an international orientation. If your company has an international focus, you can be sure to find your target group here.

Corporate Health

While modern societies as well as working environments and politics are undergoing drastic changes, an increasing number of people suffer from mental illnesses. Today, psychological problems are the fourth most important cause for prolonged absence or permanent inability to work, with a rising tendency.

At the same time, staff is growing older on average. These developments put the topic of Corporate Health to the top of the agenda for HR managers.

The special area 'Corporate Health' at HRM Expo addresses the increasing need for solutions and products in the area of Health Promotion. Among the topics are Corporate Health Management, Prevention, Workplace Design, Ergonomics and 'Healthy Ageing'.

Temporary Employment

The creation of this special area pays tribute to the increasing importance of temporary employment in the market. Today, in Germany roughly a million employees are working through a company for temporary employment – ever since the financial crisis of 2009, the number has doubled.

Temporary employment allows companies high flexibility without sacrificing social security of employees. At the same time, there is an ongoing discussion about important changes in temporary labour legislation and other hot topics as Equal Pay and Minimum Wage. The special area on temporary employment is an initiative of the Association of German Temporary Employment Companies, IGZ (Interessenverband Deutscher Zeitarbeitsunternehmen e.V.), and has been designed to draw special attention to this important topic.

VISITOR'S COMMENT:

'I'm already familiar with the HRM Expo from my previous company, but I'm attending for the first time for my current employer. Specifically, I was looking for suppliers of staff management and recruitment software, but at the same time I'm interested in social media. I want to find out how we can develop and use certain products. All the meetings I've had so far were promising. There's a wide range of exhibitors here, and it's easy to get a complete market overview.'

*Detlev Lange
Diakonie Düsseldorf*

DIDACTA - Equipment, Teaching Aids and Publishing for Vocational Training, Qualification and Continuous Education

In Germany the market for vocational training has changed drastically during the last few years. In 2006, only about half of more than 760,000 applicants managed to get a spot for a three-year apprenticeship. In May 2011, the number of vacancies was approx. 198,000. Five years ago, companies could pick the best out of a huge number of applicants - nowadays, it has become difficult to recruit the next generation.

For companies, this does not only mean that they have to 'sell themselves' better to young people. They also need to professionalise the instruments and methods they use for training their future employees. There is especially a strong need for innovation in the area of apprenticeship. In cooperation with the 'Didacta' association, HRM Expo offers a focus area on this topic that provides the perfect framework for professional exchange.

Presentation Opportunities

Presentations at the Practical Forums (Call for Papers)

Be part of the programme in the Practical Forums and present yourself on the conference stage in the spotlight of the fair. Exhibitors have the opportunity to apply for a lecture in the Practical Forums by submitting a topic which will be evaluated by an expert committee of professors, editors, and HR experts. On this basis, the organisers select the most innovative and value-adding contributions and issue the limited presentation slots at HRM Expo. Criteria for selection include: best practice / benchmark character; integration of a customer / expert from practice; innovation and trendsetting, international focus of the talk and added value for HR decision makers. Apply now and submit your paper - you will be sure to have the full attention of the trade visitors.

NEW: English-language Practical Forums

Not only Human Resource Management, but also the fair is becoming increasingly international. In 2012, two Practical Forums will be reserved exclusively for English lectures. Exhibitors who submit a presentation proposal for the jury's decision have better chances to get one of the coveted slots if they give their lecture in English. Anyone who applies for a German paper may also seek an additional slot in English. The same selection criteria as for proposals in German language apply (integration of a customer or experts from practice, innovation, international orientation of the presentation and added value).

Keynote-Speaker

The Keynotes are a magnet for visitors. World-renowned and well known thought leaders in HR management share their thoughts with the professional audience. In 2011, Prof. Dr. Dr. h. c. Lutz von Rosenstiel, Edgar K. Geffroy, Robert B. Rosenfeld, Professor Steve Wheeler, Prof. Dr. Wim Veen and Frank Breckwoldt enriched the fair forum with their presentations. At the Keynote Lectures as well as the following interviews and book signings, visitors can meet these visionaries on a one-to-one basis. Take advantage of the exclusive opportunity to sponsor a keynote speaker at HRM Expo!

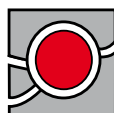
Panel Discussions

Panel discussions with invited experts and decision makers from business and politics are especially appealing for the audience and help you to position yourself as a competent partner. The organising team of the fair supports you by highlighting the discussion in the print material delivered before the fair.

HRM.de

Your lecture in MP3 format at HRM.de:

Even after the fair your lecture keeps working for you, because we tape it! Visitors to the network portal HRM.de (www.hrm.de) can download the audio file and benefit from the innovations shared at the lecture. So your contribution to HRM Expo generates valuable sales leads throughout the year. To make sure that not only premium members of the portal have access to your presentation, please book the unlimited access option (handling fee). Given the wide variety of topics, the lecture series are a valuable references for the visitors. On each of the three days, HRM Expo has a specific focus topic which is addressed in the conference programme.



Personnel & Public Administration

At the HRM Expo 'Personnel & Public Administration' offers an overview of recent developments in the public sector. This programme is customised to the special requirements of HR managers at local authorities, public institutions and NPOs.
www.personalundverwaltung.de



Personnel & Health Care

After five years, the topic series 'Personnel & Health Care' has established itself at the exhibition. 'Personnel & Health Care' deals with HR management in the health care sector. It highlights the immense meaning and importance of HR management in this sector.
www.personalundgesundheitswirtschaft.de



HR Career

Under this topic the organiser spring Messe Management and the Haufe Medien group are organising the series 'HR Career'. Here, experienced HR professionals pass on their knowledge and give career tips for young HR professionals. The highlight of the series is the awarding of the 'HR Next Generation Award'.
www.zukunft-personal.de/hrnga

Forum E-Learning & Knowledge Management

Knowledge is nowadays regarded as the most important resource in business. Recent studies suggest a strong link between knowledge management in an organisation and its commercial success. In a growing competition for quality and price, companies have to find new ways to adapt their 'intellectual capital' to dynamic market conditions. Providers of solutions and products for Knowledge Management and E-Learning will meet a rising demand in this forum.

The Congress Professional Learning Europe (PLE) is held together with the exhibition and complements the fair with a solution-oriented scientific approach. Here, renowned scientists and experts from Germany and abroad discuss latest trends and developments with experienced practitioners.

Themed Halls



HR Services, Recruiting & Consulting (Hall 11.1)



PERSONNEL SERVICE:

- recruitment
- applicant selection
- employer services
- vacancy markets and job exchanges

CONSULTING:

- business consultancy
- management consultancy
- human resource management
- outsourcing
- benchmarking
- staff recruitment
- assessment centre
- executive search
- outplacement consultancy
- workflow management
- labour legislation
- industrial relations legislation
- dismissal legislation
- coaching

TEMPORARY EMPLOYMENT:

- placement of temp-workers
- staffing
- interim management

SERVICES:

- health insurance companies
- insurances
- catering companies
- relocation services
- travel agencies

GENERAL:

- specialised literature / publishers
- trade associations / organisations

HR Software & Hardware (Hall 11.2)



SOFTWARE SOLUTIONS:

- HR management
- HR scheduling
- payroll
- HR administration
- workflow management
- knowledge management
- attendance
- task and time recording
- call centers
- teleworking
- information management
- operational data collection
- risk management
- business simulations
- project management
- travel expenses

HARDWARE:

- computers
- desktops
- networks
- hardware for mobile data collection, internal communications
- access control systems
- time recording systems
- video surveillance systems

Professional Training & Learning (Hall 11.3)



FURTHER EDUCATION AND TRAINING:

- HR training
- seminars
- congresses
- universities / MBA studies
- motivation training / teambuilding
- events / incentives
- outdoor training
- business simulations
- business theater
- 360° feedback
- language schools

E-LEARNING/BLENDED LEARNING:

- web based training
- E-Learning content
- E-Learning consulting / services

TECHNICAL EQUIPMENT & SOLUTIONS FOR COACHES / TRAINERS AND CONGRESS ORGANISERS:

- convention centers
- seminar and congress organizers

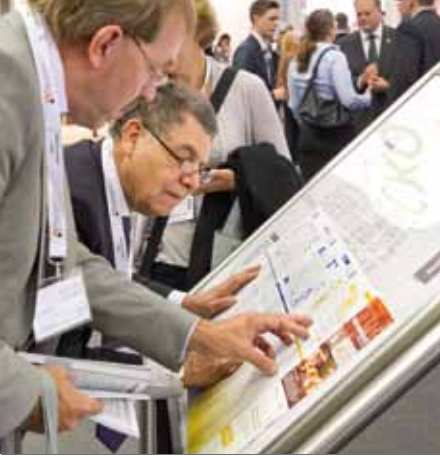
CONVENTION HOTELS:

- convention centers
- seminar and congress organisers

Sponsoring Opportunities

	MAIN SPONSORING Package 1	Package 2	Package 3
Advertisement in trade and daily press	Company logo on more than 100 1/1 pages		
Exhibition newspaper Messe Special circulation: 200,000	Logo on front page		
Visitor's flyer circulation: 100,000	Logo on front page		
Conference Programme circulation: 85,000	<ul style="list-style-type: none"> • Logo on the inside pages • company profile with 500 characters text • 1/1 Ad (4c) 	<ul style="list-style-type: none"> • 1/1 Ad (4c) • Logo on the inside pages 	<ul style="list-style-type: none"> • Logo on the inside pages
Exhibition Catalogue circulation: 12,000	<ul style="list-style-type: none"> • Logo on front page 	<ul style="list-style-type: none"> • 1/1 Ad (4c) • up to 900 additional characters • 5 index entries • Logo on the floor plan 	<ul style="list-style-type: none"> • 1/1 Ad (4c) • up to 900 additional characters • 5 index entries
Exhibition Guide circulation: 12,000	Logo presence		
Exhibition Posters circulation: 1,000	Logo presence		
Floor plans / location map	Logo and reference to the exhibition stand	Logo and reference to the exhibition stand	
www.hrm-expo.com	<ul style="list-style-type: none"> • all-year banner publication (125x65 Pixels) on the home page as well as sub-pages (rotating) • link to online exhibitor listing including company profile • logo presence on home page and all sub-pages • company profile under 'Sponsors/Partner' 	<ul style="list-style-type: none"> • link to online exhibitor listing including company profile • logo presence on home page and all sub-pages • company profile under 'Sponsors/Partner' 	<ul style="list-style-type: none"> • link to online exhibitor listing including company profile • logo presence on home page and all sub-pages • company profile under 'Sponsors/Partner'
Practical Forums	45 min conference slot presentation		
Entrance ticket	1,000 free tickets	500 free tickets	500 free tickets
Exhibitors' Evening	5 entrance tickets	5 entrance tickets	5 entrance tickets

	International Networking-Lounge (INL)	International HR Management Area	Keynote Speaker
Advertising in trade press			Company listing ('presented by')
Exhibition newspaper Messe Special circulation: 200,000	Company logo presence in introduction of INL		Company listing ('presented by')
Conference Programme circulation: 85,000	Company logo presence in introduction of INL		Company listing ('presented by')
Exhibition Catalogue circulation: 12,000	Logo on the inside pages	1/1 Ad (4c)	
International visitor's flyer circulation: 20,000	Logo on the inside pages	Logo on the inside pages	
International E-Newsletter distributed to more than 100,000 E-Mail Addresses	Logo in at least one issue	Logo in at least one issue	
International Networking-Lounge	<ul style="list-style-type: none"> • Logo on INL signs • 1 pop-up display • Presentation of give-aways and company info 		
Keynote Forum			Company listing ('presented by') when introducing speaker
www.hrm-expo.com	<ul style="list-style-type: none"> • all-year banner publication (125x65 pixels) on the home page as well as sub-pages (rotating) • link to online exhibitor listing including company profile • Logo presence under 'International Networking Lounge' • company profile under 'Sponsors/Partner' 	<ul style="list-style-type: none"> • link to online exhibitor listing including company profile • Logo presence under 'International Networking Lounge' • company profile under 'Sponsors/Partner' 	Company listing ('presented by')
Entrance ticket	1,000 free tickets	500 free tickets	500 free tickets
Exhibitors' Evening	5 entrance tickets		5 entrance tickets



Will you be the exhibitor most visitors remember?

Advertisement in the Industry Guide and/or Exhibition Catalogue



The exhibition catalogue will be printed in a print run of 12,000 copies and is distributed free to all visitors at the entrance to the fair. It contains an alphabetical list of exhibitors, product directory and floor plans. As a concise and reliable reference, it serves many decision makers as a year-round source of information. The exhibition catalogue allows you to find the right partner for each task quickly and easily (While stocks last).

Advertisement in the Conference Programme

The programme booklet contains detailed information on the more than 200 lectures and panel discussions at Europe's most important HR trade fair. The summaries of the presentations encourage visitors to attend the forums. The programme booklet will be sent to more than 80,000 HR managers by mail and is also available for visitors at the exhibition (While stocks last).

Advertisement in the Exhibition Guide

The Exhibition Guide will be printed in an edition of 12,000 copies and distributed free to all visitors of HRM Expo at admission to the fair. It contains an overview of all floor plans including exhibitor listings. Thus, the Fair Guide is the perfect field companion and will be in everyone's hands (While stocks last).

Advertisement in the Newsletter

Prior to the fair, regular newsletters are sent out to about 40,000 Human Resource Managers and internationally to more than 100,000 English-language e-mail recipients. In 2012 you have the option to advertise in this newsletter. However, do not wait too long as spaces are limited to three companies per newsletter.

Exhibition Bags

At the entrance to the fair each visitor receives a bag with your company logo. The bag is filled with the exhibition catalogue, exhibition guide and wall calendar as well as other important information you may provide. The bags can be customised upon request.

Logo on the Floor Plans

The bigger the fair is, the harder it is for visitors to find the individual booths. Make it easy for visitors and show the way to your stand with the company logo on the floor plans. The floor plans will be located at strategic locations in all three exhibition halls. Thus, it will be easy for the visitors to find you at any time!

Wall Calendar 2013

365 days in front of the eyes of HR decision makers. The HRM Expo Wall Calendar is handed out to visitors of the fair in the foyer of the exhibition and distributed in an edition of 20,000 copies. Make sure HR managers will keep you in mind during the whole year and book this industry-exclusive advertising opportunity.



Visitors' Lanyards

After registration at the fair, each visitor will receive a personalised badge they wear on a lanyard around their neck. Take advantage of this exclusive opportunity to advertise and present your company through this prominent display directly to the visitors!

sold out



Insertion in the Forums

Do you have a stand in the vicinity of a forum? Then this form of advertising is exactly right for you! Between lectures, we are projecting your ad in the Practical Forum. This form of advertising is available in all Practical Forums per day.

Your Company Logo on the Online Tickets (Main Sponsors only)

Upon pre-registry per internet, each visitor will receive an electronic ticket in the form of a PDF file. This A4 print is exchange for on the HRM for a personalised badge. Your logo with reference to your stand on the e-ticket guarantees maximum publicity.

sold out

Exhibition Highlights



International Networking Lounge

Supported by partners from around the world the HRM Expo provides their international guests with an 'International Networking Lounge' which provides the opportunity to network, make new business relationships and exchange their experience. The round-table discussions provide further opportunities to exchange experience with international HR professionals.

HR Next Generation Award

The organiser spring Messe Management and the Haufe Medien group are organising the series 'HR Career'. Here, experienced HR professionals pass on their knowledge and give career tips for young HR professionals. The highlight of the series is the awarding of the 'HR Next Generation Award'.



20. Human Resource Award

20. Deutscher Personalwirtschafts-Preis

At the HRM Expo 2012, the most innovative concepts in Human Resource Management will be awarded with the Deutscher Personalwirtschafts-Preis. At the 2011 edition, the trophy was presented to the three winners by former Federal Labor Minister Wolfgang Clement and Thomas Sattelberger, Board Member of Deutsche Telekom. In addition, the trade magazine 'Personalwirtschaft' presented the projects of the winning projects as best practice examples.

LEONARDO – European Corporate Learning Award

A special highlight is the award ceremony of the Leonardo – European Corporate Learning Award. A European personality who has rendered outstanding services to the promotion of learning and culture in Europe will be awarded. The selection of candidates is based on the first Leonardo award winner – the long standing president of the EU Commission, Prof. Dr. Jacques Delors. Wikipedia founder Jimmy Wales followed Jacques Delors, and became the second winner of the Leonardo Award in 2011.



International German Training Prize

The HRM Expo is the stage where the finalists of the 'International German Training Prize' will present their concepts. Incorporated in the hall for further training and education, in which more than 200 exhibitors for the Training and Development Sector present their services and products, the finalists of the BDVT face not only the jury with their concept, but the trade visitors as well.

Exhibitors' Evening

The Exhibitors' Evening of the HRM Expo is legendary. After a long, successful day we invite you to celebrate with us. Relax with a glass of sparkling wine and a large buffet on the terrace of the 'Tanzbrunnen' with beautiful views across the Rhine and Cologne or dance the night away with our live band.

More Information can be found at www.hrm-expo.com

Simultaneous Event: Professional Learning Europe



Professional Learning Europe

3. European Professional Congress for E-Learning, Knowledge Management and Personnel Development



Since the year 2010, the Professional Learning Europe (PLE), a congress dedicated to E-Learning and knowledge management, is held parallel to the HRM Expo. The PLE has a solution-orientated approach. It addresses problems and challenges of companies offering solutions that rely on services, methods and products for E-Learning, knowledge management and competence development. E-Learning experts and interested parties from across Europe participate in PLE to gather information about the current state of technology-based learning in companies and organisations. Along with future trends and development prospects for E-Learning and knowledge management, there is also room for well-tested application scenarios and best practice examples from companies.

Executive Forum

The Executive Forum is a special kind of congress format. Chief Learning Officers and Executive Board members from globally positioned companies in Europe are invited to the forum. Participation in this exclusive event is limited to a maximum of 50 participants and is only possible on personal invitation.

VISITOR'S COMMENT:

'The program of PLE is promising. The number of participants in the workshops is manageable, so you can work very intensively. Overall I am satisfied. I am also here to do some networking and the PLE is a meeting point that has potential.'

*Dirk Schoemakers,
Consultant db-central, Kleve*



Europe in Focus

In addition to the continuous section of the German Language section, PLE also offers an English programme on all days of the event that is tailored to visitors from other European countries as well as German speaking participants from international companies.

Leonardo – European Corporate Learning Award

A special highlight of the fair is the ceremony for the European Education Award 'Leonardo - European Corporate Learning Award'. It goes to a European personality with special merits in the promotion of education and culture in Europe. The selection of candidates is based on the first prize winner, the longtime president of the European Commission, Prof. Dr. Jacques Delors.

Combining off Exhibition and Congress

Keynote presentations, an independent programme and an exhibitors-cluster in the fair anchor the topic of E-Learning in the exhibition programme. Exhibitors from this sector will have many opportunities to present themselves and their products to a wide audience of conference participants and exhibition visitors.



Trade Fair Site/ Exhibition Ground



Organiser

spring Messe Management GmbH & Co. KG

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info@hrm-expo.com
www.hrm-expo.com

spring Messe Management is specialised in organising time and cost-effective exhibitions. With our help both exhibitors and visitors who are looking for results can pursue their business at a industry specific and goal-oriented exhibition.

Venue

koelnmesse
Halls 11.1, 11.2 und 11.3
Messeplatz 1
50679 Cologne

Cologne is situated in Germany's largest region for business and employment, thus it offers ideal premises to attract the maximum number of HR professionals to the HRM Expo. As a fully developed fair venue and as the 3rd largest exhibition center of the world, the Cologne Exhibition Center is well qualified to stage HRM Expo. The CEC has its own rail station on site. The Cologne central station with 1,300 train connections per day is within 10 minutes walking distance. Close-by there are two international airports and excellent road connections via the A1 and A3 motorways as well as on site parking for exhibitors and visitors. The CEC with its easy and short access to airport, motorway, central station and tram makes this exhibition ground ideal for your visit.

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