

## SUMMARY OF THE HRM EXPO 2011

### FACTS

- **Europe's largest Exhibition for Human Resource Management**
- **520** national and international **exhibitors**
- **12,446 visitors** (about 600 more than 2010)
- trade visitors: **Managing Directors, HR Managers, Personnel Officers** and **HR Development Managers**
- more than **25,600 sqm** of **exhibition space**
- more than **200 lectures** and **panel discussions**



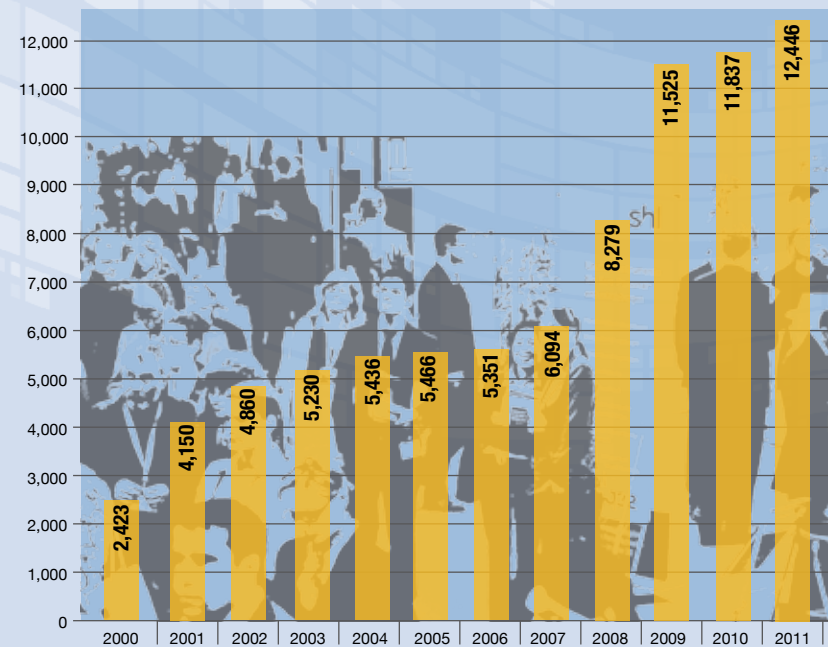
*'I'm already familiar with the HRM Expo from my previous company, but I'm attending for the first time for my current employer. Specifically, I was looking for suppliers of staff management and recruitment software, but at the same time I'm interested in social media. I want to find out how we can develop 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

## VISITOR STRUCTURE ANALYSIS

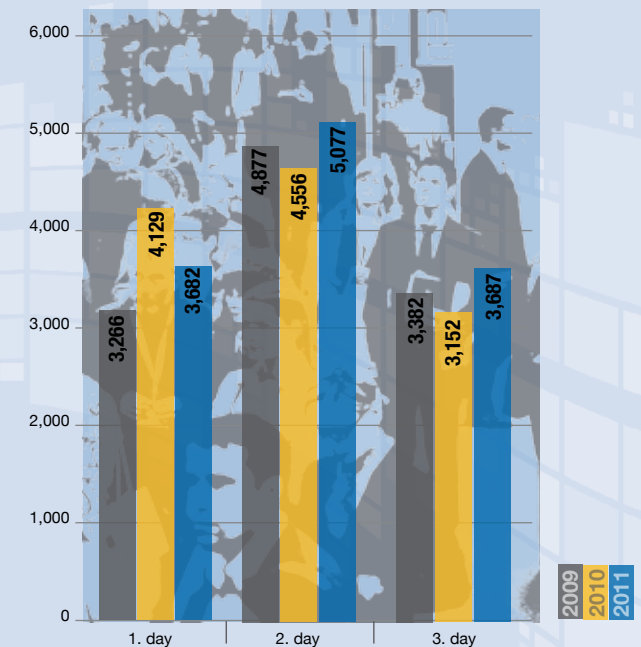


Development of Visitor Numbers



Daily Distribution of Visitors 2011

(compared to 2009 and 2010)



Europe's largest Exhibition for Human Resource Management



## VISITOR STRUCTURE ANALYSIS

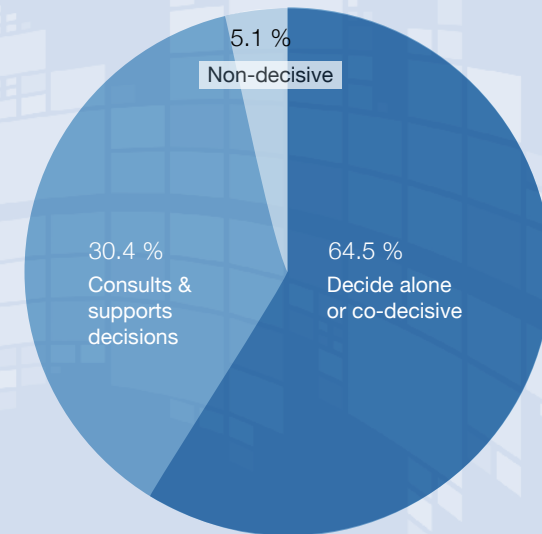
*'I've been visiting the HRM Expo for many years and continue to have a very positive experience. At the show I managed to meet all the exhibitors I scheduled to see. This year I was looking for software solutions in particular - and the results are very encouraging. Also, I thought that those lectures I attended were given by true experts in their field.'*

*Axel Theune Bothmann  
Möller & Associates Personalberatung*

### Positions (Extract) in %

|   |      |
|---|------|
| Managing Directors, Human Resources Directors, CEOs             | 25.5 |
| Personnel Development Managers, Education and Training Officers | 13.9 |
| Department Directors  | 12.2 |
| Human Resource Department Clerks                                | 11.4 |
| Human Resources Manager   | 9.8  |
| Others  | 5.9  |
| Independent Coach / Trainers                                    | 5.7  |
| Personnel Marketing Managers, Recruiters                        | 4.6  |
| Human Resources and Business Consultants                        | 3.9  |
| IT-Consultants, IT Specialists                                  | 2.4  |
| Temporary Employment Managers                                   | 1.4  |
| Workers Councils/ Employee Representatives                      | 1.0  |
| University Teachers / Professors                                | 1.0  |
| Lawyers   | 0.7  |
| Journalists   | 0.4  |
| Payroll Accountants   | 0.2  |

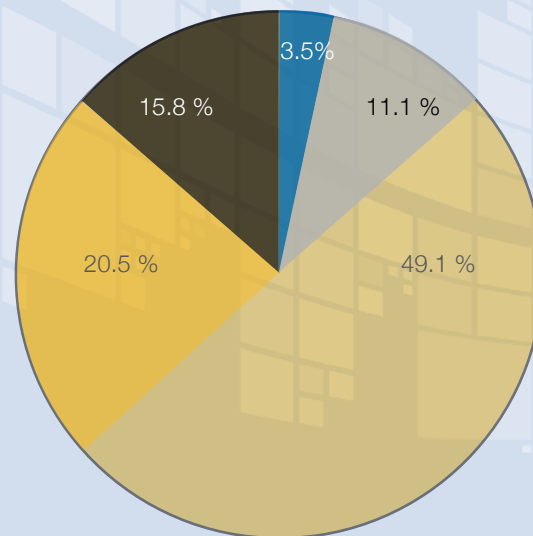
### What is your decision-making authority at your company? (according to visitors' poll)





## VISITOR STRUCTURE ANALYSIS

How long are you planning to stay at the exhibition? (according to visitor's analysis)



■ Three days  
■ Two days  
■ One day  
■ Approx. 5 hours  
■ Approx. 2-4 hours

Number of visitors compared to other HR exhibitions



*'It's already my third visit to the HRM Expo. This year I focussed on the lectures and presentations, as they covered many interesting issues. It means you're not sitting isolated in your office, but that you share best practice and experiences with like-minded peers. In addition to information on trends and changes in demographics, recruiting and E-Learning, I appreciated the HR-Career topic where HR professionals talked about their own career paths.'*

Bärbel Heising  
Hartmann International GmbH & Co. KG

*'As last year, I liked the HRM Expo a lot. The event programme is interesting, there is a wide range of relevant exhibitors – I'm impressed! My main objective is to look around to find out what others in my field are doing, to network and to collect information, which I'll read in detail afterwards to bring myself up-to-date. The exhibition is especially good to find out about staff training.'*

Ulrike Bartels  
Deutsche Gesellschaft für  
Internationale Zusammenarbeit (GIZ)

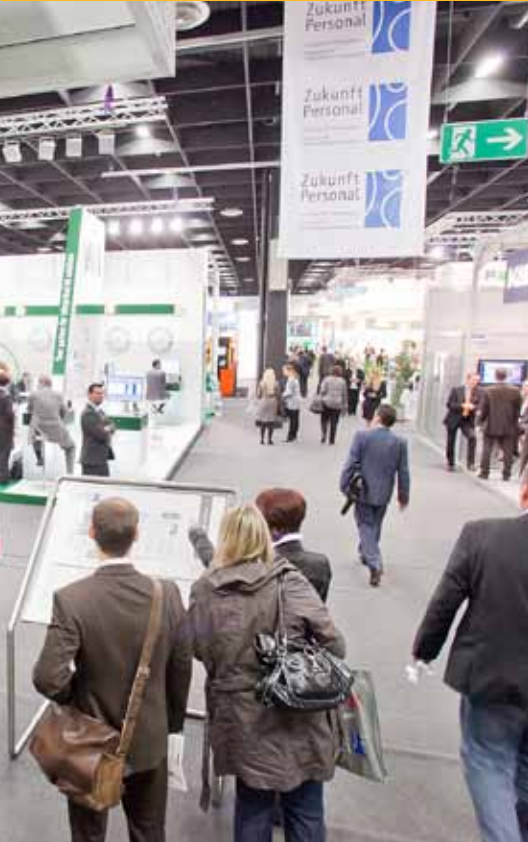
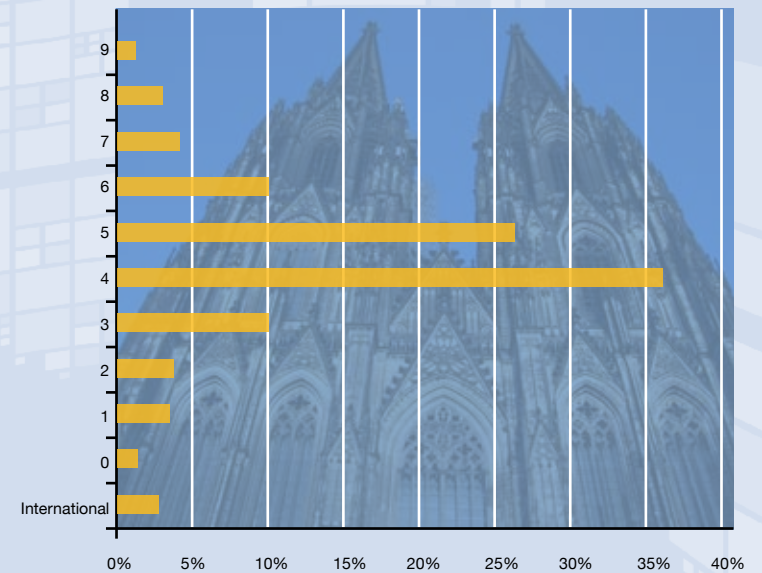


## VISITOR STRUCTURE ANALYSIS

Approx. 5 % of visitors came from the following countries:

- |               |                    |
|---------------|--------------------|
| Argentina     | Ireland            |
| Austria       | Luxembourg         |
| Belgium       | Mexico             |
| Canada        | Netherlands        |
| Croatia       | Romania            |
| Denmark       | Russia             |
| Finland       | Slovakian Republic |
| France        | Spain              |
| Great Britain | Sweden             |
| Hungary       | Switzerland        |
| Italy         | USA                |

From which German post-code came the visitors



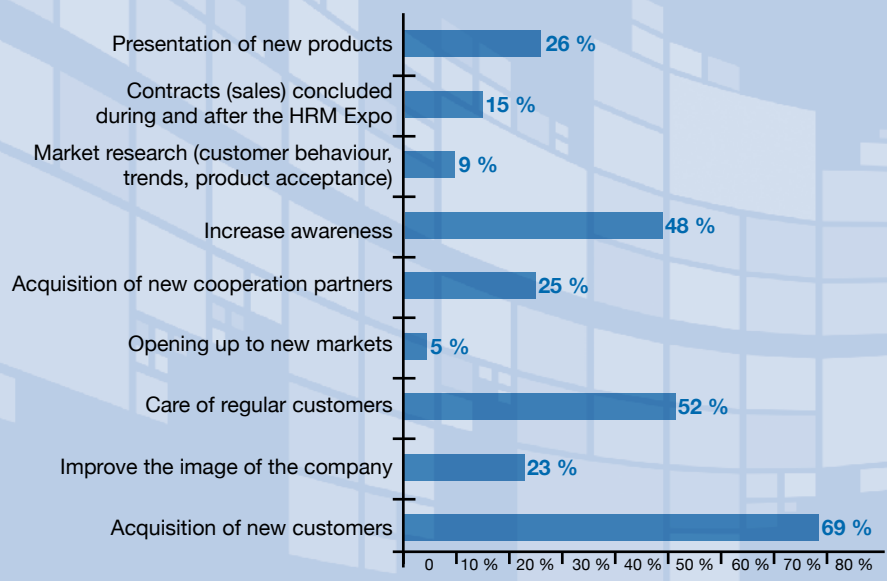
Europe's largest Exhibition for Human Resource Management



# EXHIBITORS' COMMENTS

More than 80% of exhibitors said that they are 'likely' or 'very likely' to exhibit again at the HRM Expo in 2012.

## Which objectives have you achieved at the HRM Expo 2011? (Multiple answers possible)



*'Visits to our stand at the exhibition exceeded our expectations by far. The main area of interest was definitely Talent Management in the widest sense. Whilst in the past Talent Management referred mainly to staff development, today it also encompasses recruitment and efficient onboarding of new staff. At this event we saw existing contacts as well as new leads. We will certainly return in 2012 to present our Life Suite.'*

**Udo Ludolph**  
**SilkRoad technology GmbH**

*'Malik Management's stand was very busy. Dipl.-Pol. Henning Böhne's presentation about 'Changemanagement mit Syntegration®' (Change Management with Syntegration®) was extremely well received. Following on from that we've had some really interesting new leads. Mag. Bernhard Grassl talking about 'Blended-Learning-Ausbildungen von Führungskräften' (Blended-Learning Education for Management Staff) in the Professional Learning Forum was a success too. The organisation of the HRM Expo was great!'*

**Inge Wölfler**  
**Malik Management**



## WHAT OUR VISITORS SAY

**93 %** will recommend the HRM Expo as THE leading Exhibition for Human Resource Management

**80.3 %** of the visitors are planning to visit the HRM Expo in 2012 again

**68.9 %** of the surveyed visitors assessed the programme at the practical fora with 'good' to 'very good'

**77.6 %** of the visitors from 2011 assessed the programme at the action zone training with 'good' to 'very good'

*'Some of the presentations sound really promising and that's one of the reasons I am here. I've made appointments with several exhibitors who I'm keen to meet. At the moment recruiting staff is a burning issue for us. As a smaller company we have to think hard about how we position ourselves in a competitive labour market. We also have administrative issues we'd like to address. Our expense management, especially for travel and subsistence urgently needs updating.'*

**Bernhard Kurth**  
**Acentic GmbH**

*'I cannot count how many times I've visited the HRM Expo, at least ten times if not more. I'm always interested in anything to do with personnel selection, and these days personnel marketing – and anything to do with social media – has become increasingly important. I visit exhibitors on their stands to build personal relationships. In addition, I attend presentations and panel discussions.'*

**Reinhard Hermann**  
**Hauni Service GmbH**



# HRM Expo



The European HRM  
expo and convention

## WHAT OUR VISITORS SAY:

*'It's great that the exhibition offers well-known speakers such as Prof. Lutz von Rosenstiel in the programme. What I liked best about his presentation is his no-nonsense approach: there's a shortage in qualified staff – but just in certain areas, where you need a special skill. That's the real issue, there's no skills shortage across board. Visiting the HRM Expo I make sure to attend the practical fora for the lectures and presentations. I read the programme beforehand, so I don't miss anything interesting. However, visiting today I also had many informative meetings at the exhibitor stands as well. That's how I can take new ideas back to the office with me.'*

**Angela Kolsdorf**  
**Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)**

*'It's my first HRM Expo. I came here with specific questions in mind and was looking for experts to help with those specific issues – and found the help I was looking for. Plus, I chose relevant sessions in the practical fora, like organisation, flexible working and corporate health. For me, it's been worth it!'*

**Bernhard Röttele**  
**Global Safety Textiles**

*'I'm amazed how well the exhibition is organised! There's a wide range of varied exhibitors and the lectures I've attended so far were excellent! At the moment I'm mainly interested in current issues, especially recruitment. I certainly got plenty of inspiration from networking with other visitors and exhibitors.'*

**Hubert Führer**  
**abresa GmbH**

