

More information: www.hrm-expo.com

450+ Presentations | Best Practice-Cases | HR-Battle
Key Topic: "Work 4.0 - The Employee Experience" | **Start-Up-Village** | Start-Up Brunch
Workplace Of The Future | Keynote Arena | **Blogger Lounge**

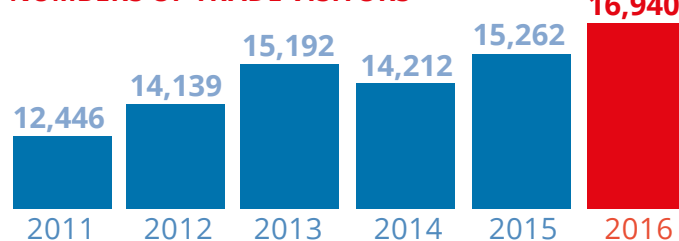
TRADE VISITORS HIT ALL-TIME HIGH



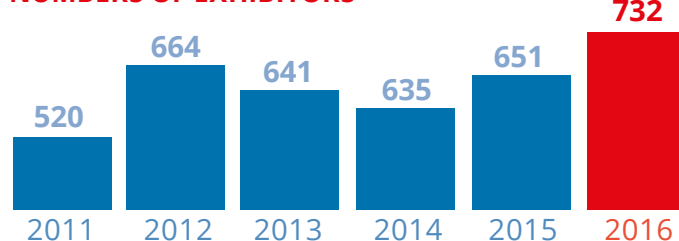
TRADE VISITORS PER DAY



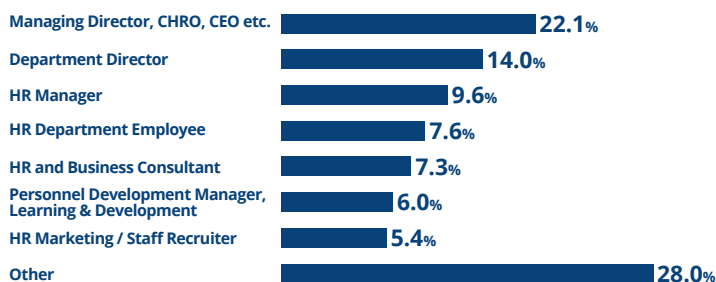
NUMBERS OF TRADE VISITORS



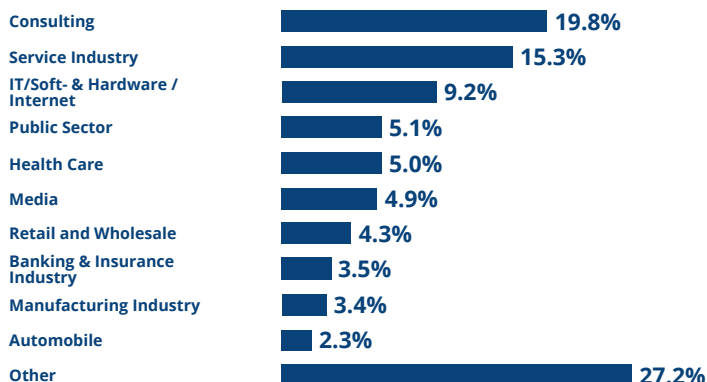
NUMBERS OF EXHIBITORS



VISITOR'S JOB ROLE



VISITOR'S INDUSTRY SECTOR



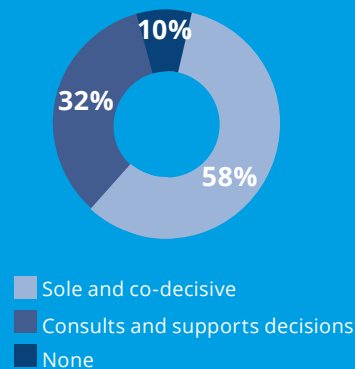
"Visiting the Zukunft Personal every year is a must for HR professionals. There is no alternative."

Johannes Gröbel
Gröbel Personalmanagement

86.4% of visitors used Zukunft Personal for professional exchange and networking.

92.1% of trade visitors will attend the Zukunft Personal next year.

VISITOR'S DECISION MAKING AUTHORITY



DIGITAL HIGHLIGHTS

203,258 Website visits
#ZP16 "Most Trending" hashtag in Germany

„Exhibition of superlatives“

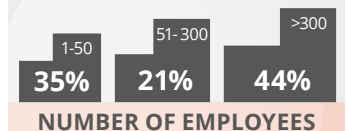
Haufe-Personalmagazin

117 ENTRIES



„HR can do innovation“
Prof. Dr. Stephan Fischer

VISITOR'S COMPANY SIZE



EXHIBITORS

732

"For us, the Zukunft Personal is a major meeting point for networking with general managers and HR professionals."

SP_DATA GmbH & Co. KG

65.7% of exhibitors rate the visitor quality as good or very good.

88.4% of exhibitors are planning to re-book directly after the fair.

EXHIBITION APP

+ 121% Downloads
+ 156% Sessions
+ 291% Profiles