



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

GUIDELINE 2020

FOR ZP 365 AND ZP EVENTS
MARKETING & COMMUNICATIONS

WWW.ZUKUNFT-PERSONAL.COM



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

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

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

FACTS & FIGURES - DIGITAL



Page Impressions
90.010 per month



Ø Session duration
00:02:27



Social Media
27.477 Follower

FACTS & FIGURES - LIVE EVENTS



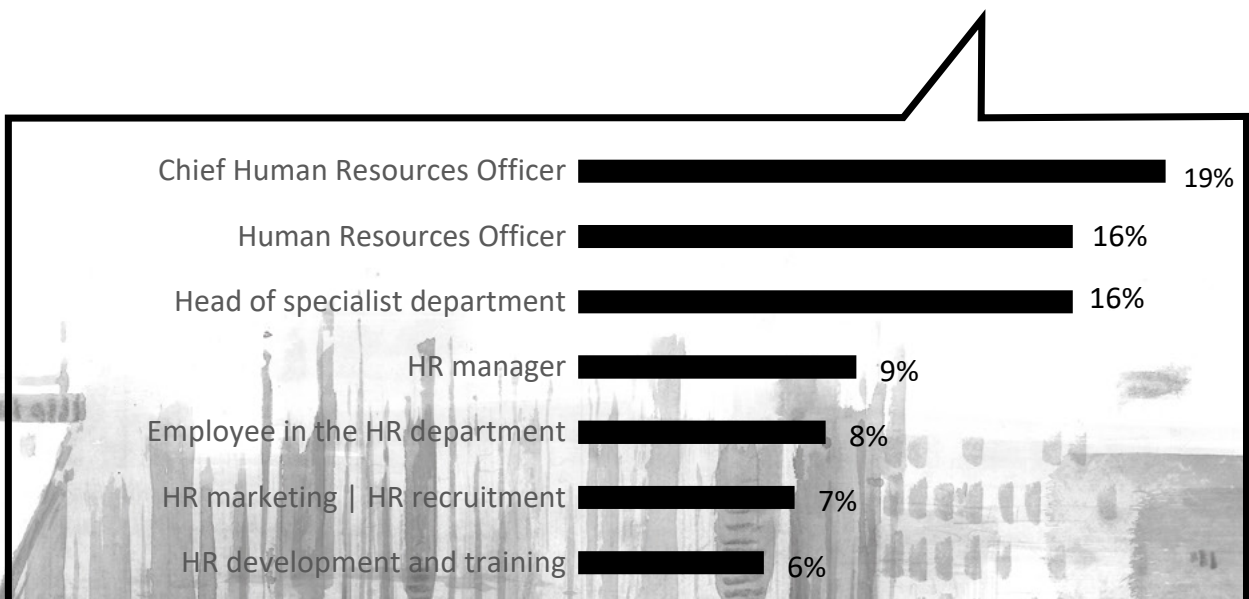
33.171
professional visitors



91% of professional
visitors are involved
in purchase decisions

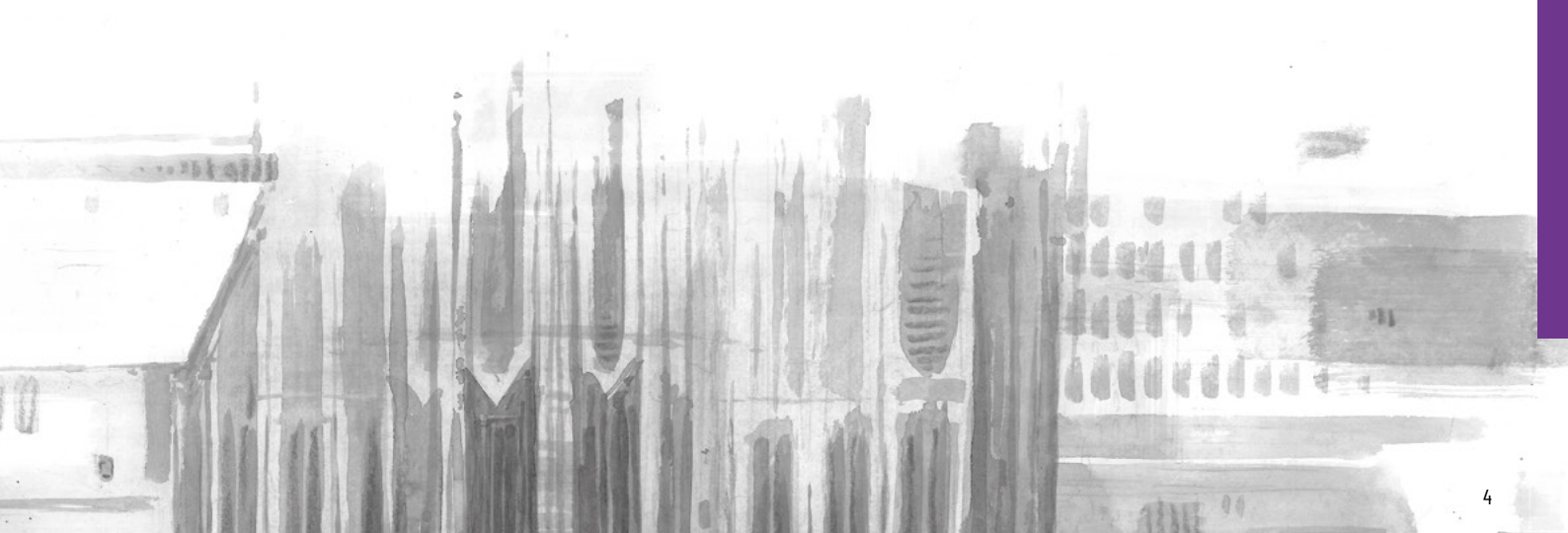


**Professional
visitor positions***
*Extract



THE FOLLOWING INFORMATION IS IMPORTANT FOR A SUCCESSFUL CAMPAIGN

1. Goal of the campaign
2. Define framework conditions
3. Checklist content possibilities on ZP 365 and at the events on-site



GUIDELINE

LIVE / DIGITAL COMMUNICATIONS

PROJECT DESCRIPTION

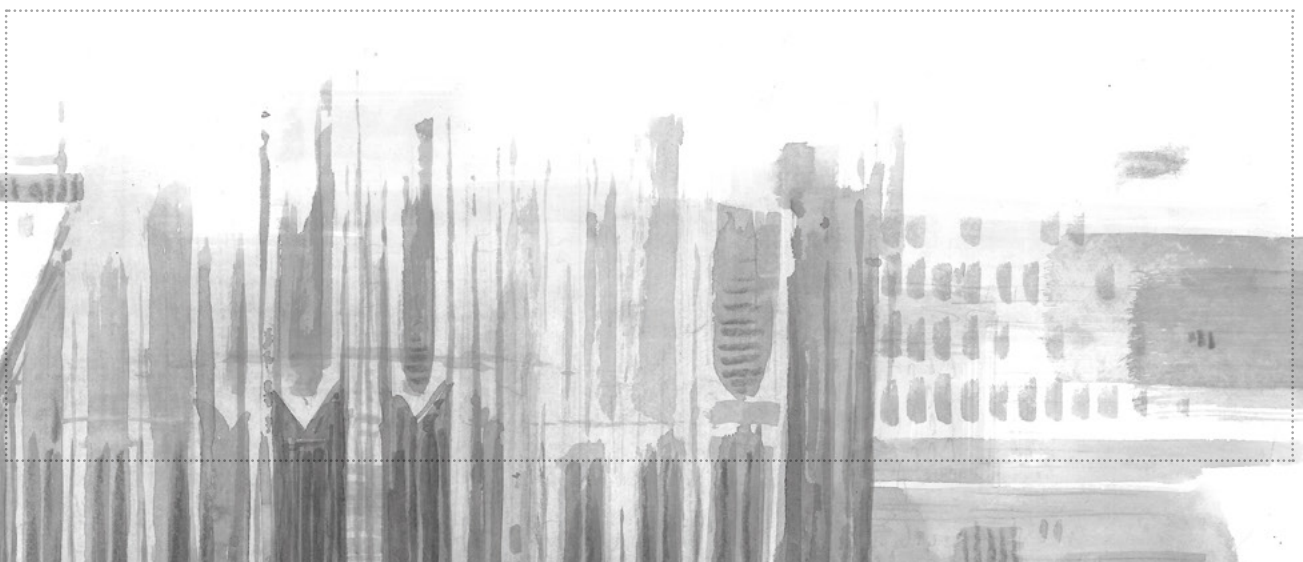
NOTE

WHAT IS THE GOAL OF LIVE COMMUNICATION OR DIGITAL PERFORMANCE?

- SELLING PRODUCTS & SERVICES
- RAISING BRAND AWARENESS
- PRODUCTS TESTING
- OTHERS

CONCEPT TRADE FAIR/EVENT/PROMOTION/MARKETING CAMPAIGN
THE IDEA IN THREE SENTENCES?

WHICH BRAND/COMPANY CHARACTERISTICS ARE IN FOCUS?



PROJECT DESCRIPTION

NOTE

WHICH COMMUNICATION CONCEPT IS PLANNED?

- PROMOTION
- POPUP STAND
- EXHIBITION STAND
- ROADSHOW
- OTHER DIGITAL OR ANALOGUE FORMATS

WHAT KIND OF ACTIVITIES ARE YOU PLANNING IN THE FUTURE?

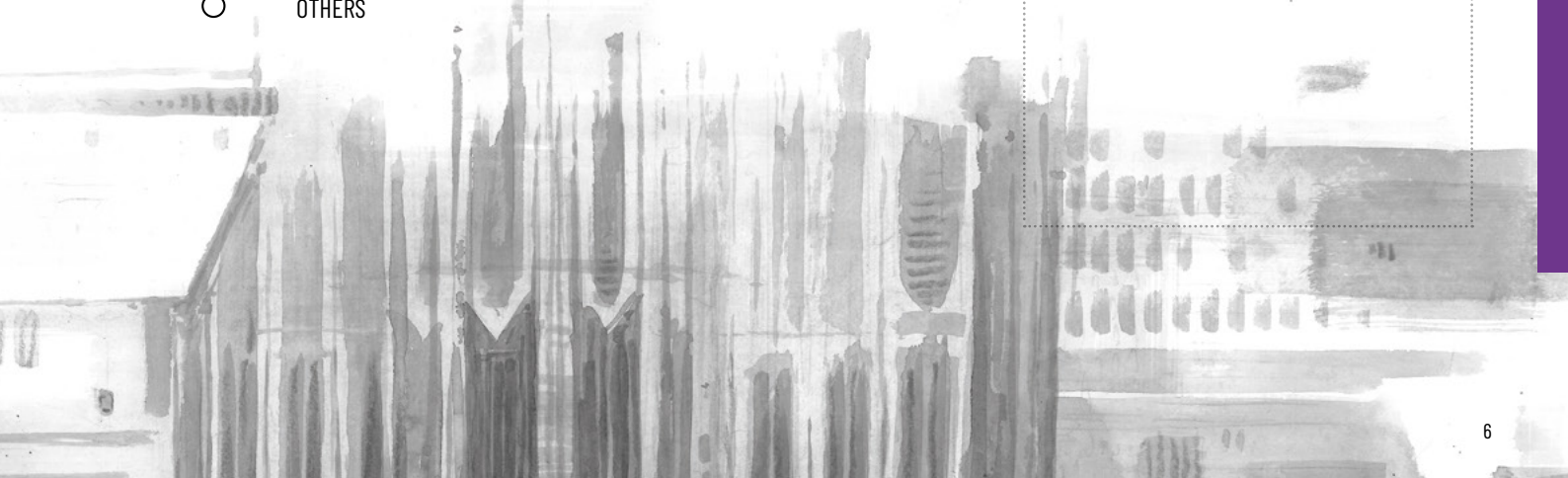
- DIGITAL / VIRTUAL EVENTS
- IN-HOUSE EVENTS
- OTHERS

DO YOU WANT TO ADVERTISE SPECIAL/SEASONAL DATES?

- CHRISTMAS TRADE
- HOLIDAY SEASON
- BIG EVENTS
- TRADE FAIRS
- PRODUCT LAUNCH
- ADVERTISING CAMPAIGN
- OTHERS

WHICH PR AND/OR MARKETING CAMPAIGN WOULD YOU LIKE TO USE?

- MARKETING (PRINT/ONLINE)
- COMMUNICATION, PR
- NEWSLETTER
- PERFORMANCE CAMPAIGN (DISPLAY)
- OTHERS



MARKETING / COMMUNICATION CAMPAIGN

NOTE

1. PROJECT - SCOPE MARKETING / COMMUNICATION

CONTENT: CONCEPTION; ACTION PLANNING; CREATION; MONITORING OF SUCCESS

NEXT STEPS:

PARTNERS INVOLVED (E.G. COOPERATION PARTNERS)

2. PROJECT - DETAILS

INITIAL SITUATION / PROBLEM

TARGET GROUPS OF COMMUNICATION

CAMPAIGN OBJECTIVE

CORE MESSAGE

TONALITY



MARKETING / COMMUNIKATION CAMPAIGN	NOTE
------------------------------------	------

PRODUCT OFFER

COMMUNICATION MIX

TIMING

1) PLANNED PUBLICATION

» DURATION FROM TO

2) TIMING

-> DEADLINE FOR THE PROVISION OF CONTENT

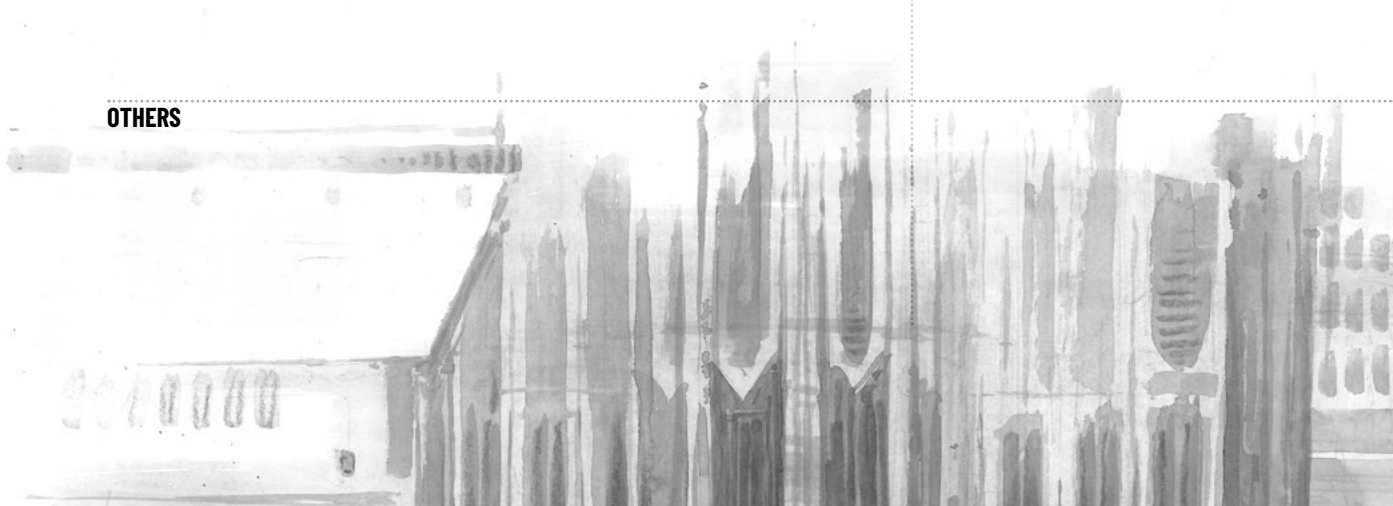
WHICH CORPORATE DESIGN GUIDELINES ARE TO BE FOLLOWED

VISUAL GUIDELINES

DATA TARGET GROUPS

DATA TRANSFER DETAILS

OTHERS



GUIDELINE

CONTENT - POSSIBILITIES

REQUIREMENTS

1) SOCIALMEDIA

- **FACEBOOK**
 - POSTINGS & VIDEOS
 - REACH: 4,500
 - FORMAT POSTING: 1200X630 PX | JPG, PNG
 - FORMAT VIDEO: 16:9 | MP4 | MAX. 60 SECONDS

- **TWITTER**
 - MAX. 280 CHARACTERS | INCLUDING SPACES & HASHTAGS, ETC.
 - PICTURES & VIDEOS
 - REACH: APPROX. 15.000
 - FORMAT POSTING: 1200X630 PX | JPG,PNG
 - FORMAT VIDEO: MP4 | MAX. 60 SECONDS

- **LINKEDIN**
 - POSTINGS & VIDEOS
 - REACH: 3,000
 - FORMAT POSTING: 1200X630 PX | JPG, PNG
 - FORMAT VIDEO: MP4 | MAX. 30 SECONDS

- **LINKEDIN GROUP**
 - POSTINGS
 - ARTICLE
 - VIDEOS: COMMON FORMATS, RATIO 1:2.4 OR 2.4:1
 - BECOME A MODERATOR

- **INSTAGRAM**
 - POSTINGS & VIDEOS
 - REACH: 2,000
 - FORMAT POSTING FEED: 1080X1080 PX | JPG, PNG
 - FORMAT POSTING STORY: 1080X1920 PX | JPG, PNG
 - FORMAT VIDEO: SQUARE | MP4 | MAX. 60 SECONDS

- **XING**
 - POSTINGS & VIDEOS

- **XING GROUP**
 - POSTINGS
 - ARTICLE
 - VIDEOS
 - BECOME A MODERATOR

REQUIREMENTS

2) BLOG ○

- » CONTRIBUTION: THE ARTICLE MUSTN'T BE PROMOTIONAL
- » LENGTH: CA. 6,000 CHARACTERS INCL. SPACES
- » PICTURE: 700X400 PX (TITLE PICTURE) WITH REFERENCES, FURTHER PICTURES ARE WELCOME
- » OPTIONAL: IMAGE 150X150 PX (AUTHOR'S BOX) & MAX. 300 CHARACTERS TEXT INCL. SPACES
- IMPORTANT:** TOPIC IS FREELY SELECTABLE. ARTICLE SHOULD BE DEDICATED TO A SPECIFIC FOCUS

3) WEBSITE

○ FACTSHEETS

- » LENGTH: CA. 4,000 CHARACTERS INCL. SPACES

○ VIDEOS

- » YOUTUBE VIDEOS
- » TUTORIALS
- » HOW TOS
- » INTERVIEWS
- » SUCCESS STORIES
- » WEBINARS
- » WEBINAR RECOMMENDATIONS
- IMPORTANT:** NO ADVERTISING, MAX. 3 MINUTES, COMMON VIDEO FORMAT, RESOLUTION 16:9

○ INFOGRAPHICS

- » LENGTH: CA. 2.000 CHARACTERS INCL. SPACES
- » SCIENTIFIC BACKGROUND
- » E.G.: STATISTICS
- IMPORTANT:** CORE INFORMATION MUST BE ACCESSIBLE AT FIRST GLANCE, NO TEXT DESERTS

○ EXHIBITOR NEWS

- » LENGTH: MAX. 4,000 CHARACTERS INCL. SPACES
- » IMAGE: 1000X268 PX

○ AUDIO RECORDINGS

- » VIA SOUNDCLOUD
- » WAVE. DATEI OR MP3. FILE

○ ADS

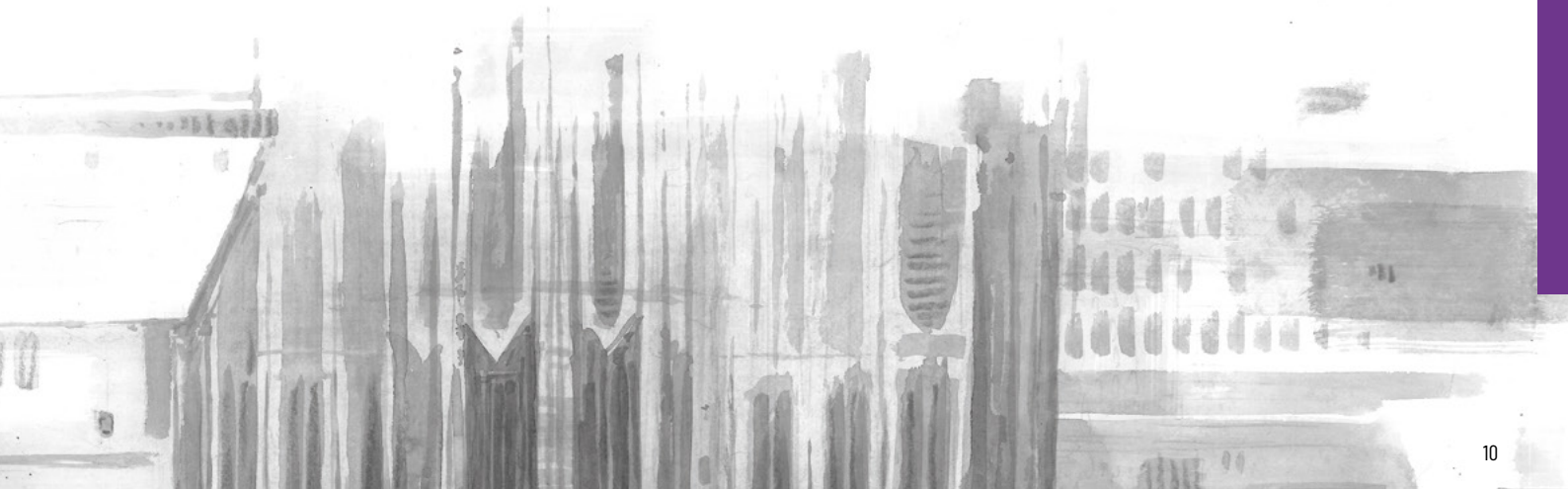
- » SEE MEDIA DATA

○ PODCAST

- » LENGTH: 15-20 MINUTES
- » EASY LANGUAGE WITH JOURNALISTIC PROFESSIONALISM
- » REFERENCE TO HR, THE HIGHLIGHT TOPICS OR THE TRADE FAIR
- IMPORTANT:** NO ADVERTISING

○ WHITEPAPER

- » WITH REGARD TO HR OR ONE OF THE FIVE HIGHLIGHT TOPICS



REQUIREMENTS

4) NEWSLETTER

- **ADS**
 - » 300X200 PX
 - » 300X200 PX + TEXT (50 CHARACTERS HEADING & 300 CHARACTERS CONTINUOUS TEXT)
 - » 600X200 PX + LINK
- **ARTICLE**
 - » 300X200 PX + 300 CHARACTERS TEXT
 - » 600X200 PX + 600 CHARACTERS TEXT+ LINK
- **EVENT PRESENTATION**
 - » 300X200 PX + 300 CHARACTERS TEXT
 - » 600X200 PX + 600 CHARACTERS TEXT+ LINK

5) APP

- **BANNER**
 - » FORMAT: 580X256 PX
 - » SHORT DESCRIPTION UP TO 140 CHARACTERS INCL. SPACES
 - » BUTTON LABEL UP TO 30 CHARACTERS (CONTINUATIVE LINK)
 - » URL
- **PROMOTED SESSION**
 - » FORMAT: 580X256 PX
 - » PROMOTION OF LECTURE / PANEL DISCUSSION
 - » SHORT DESCRIPTION UP TO 140 CHARACTERS INCL. SPACES
- **GALLERY**
 - » FORMAT: 476X476 PX
 - » UP TO 3 PICTURES TO SCROLL THROUGH
 - » SHORT DESCRIPTION UP TO 140 CHARACTERS INCL. SPACES
 - » BUTTON LABEL UP TO 30 CHARACTERS (CONTINUATIVE LINK)
 - » URL
- **CONTENT-HEADING**
 - » LOGO/GRAPHICS: 180X120 PX
 - » SHORTLINK OF THE WEBSITE IS INTEGRATED



ANNEX MEDIA ADS



CALL FOR CONTENT

WE NEED STORIES AROUND OUR TOPICS - LIVE AND DIGITAL

FUNCTIONAL

"I have learned something"

e.g. blog articles, white papers, webinars/lectures, guidebooks, studies & case studies

"I am up-to-date"

e.g. news, tweets, Facebook / Google postings, infographics, press releases

EMOTIONAL

"I'm having fun"

e.g. videos, pictures, explanatory tutorials, games, Facebook and Instagram postings

"That moves me"

e.g. stories, authentic interviews, reports, podcasts, events, background stories

CONTENT - SECTIONS LIVE AND DIGITAL

WHICH CONTENT SECTIONS ARE AVAILABLE ON ZP 365 AND THE EVENT PAGES

ZP NEWS

EVENT PAGE/ZP 365 PAGE: Studies, figures, graphics, white papers, learnings, blog posts, tips, interviews, factsheets, results report, ...

Characteristics: up-to-date, new, motivating, moving, informative, functional and emotional

ZP FACES

EVENT PAGE/ZP 365 PAGE: Portraits/CV of keynotes, committees, experts, etc..

Characteristics: captivating, moving, concrete, personal, very emotional

ZP PROGRAMM

EVENT PAGE: Barcamps, Meetups, Meet the Blogger, Guided Tours, HR&Law, Awards (HRIA), Discussions, Brunch, Workshops, Founders Fights, Round Tables,...

ZP 365 PAGE: explanatory videos, games, quick checks, webinars, chat, podcasts, live videos, videos, sound recordings, pictures, ...

exclusive, up-to-date, moving, functional and emotional

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 - non topic-specific:

- ZP 365: Home page, Content 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 version with a link to your website or add an 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 - non topic-specific:

- ZP 365: Home page, Content 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

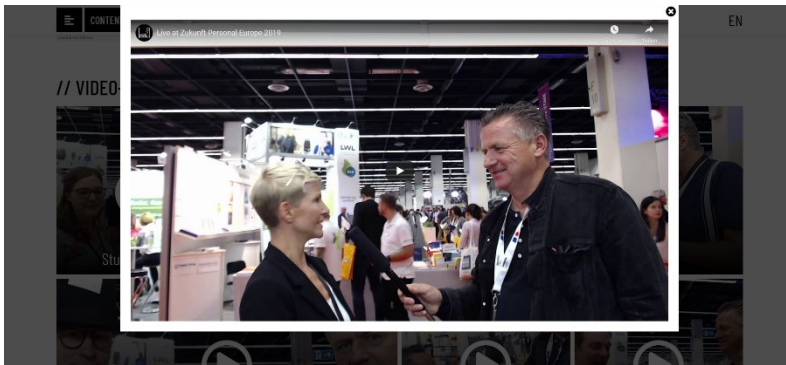
*Highlight Topics: Recruiting & Attraction / Operations & Services / Learning & Training / Corporate Health / Future of Work

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 version 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 - non topic-specific:

- ZP 365: Home page, Content 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 set the scene, whether with one of the picture versions 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 - non topic-specific:

- ZP 365: Home page, Content 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 - non topic-specific:

ZP 365: "Faces" Content 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



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- "The philosopher among rappers" (Juice), unique in his writing about the "pursuit of happiness, of meaning, of fulfilment" (F.A.Z.)
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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 - non 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 Event 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 - non 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 interconnected 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 experience 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 - non topic-specific:

ZP 365: Home page, Content 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 author's box:
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 a 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!

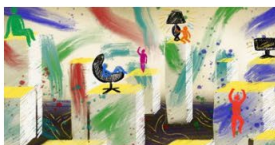
BLOG ARTICLE

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

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