



ABOUT ZP NORD

250

EXHIBITORS, PARTNERS & SPONSORS

6.716

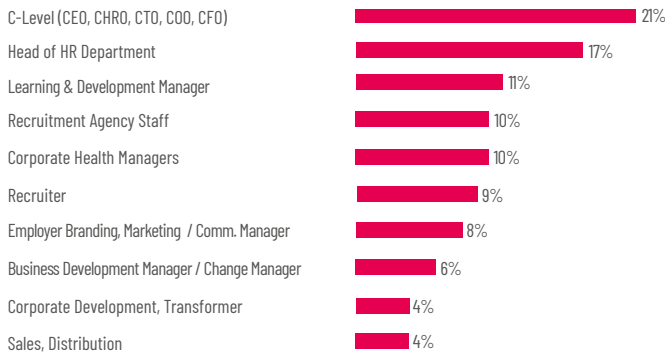
VISITORS

260+

SESSIONS

Zukunft Personal Nord is the networking event for the HR community in northern Germany. The Hamburg event focuses on the trends of the entire working world of tomorrow - also with regard to the current requirements in the region - decision-makers, managers and HR managers meet at the trade fair to exchange ideas and network. Diverse programme content and interactive formats offer visitors high-quality knowledge transfer and make Zukunft Personal Nord the hot spot for the people business in northern Germany.

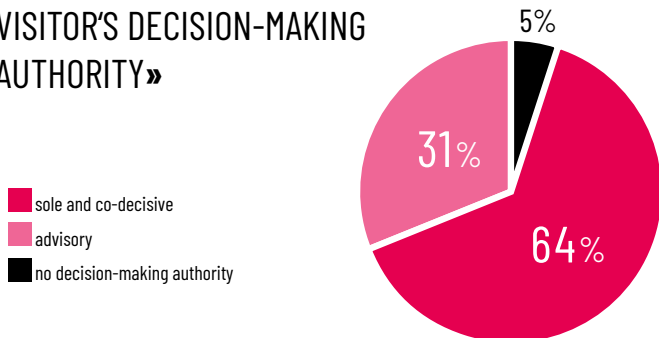
JOB ROLES VISITORS*



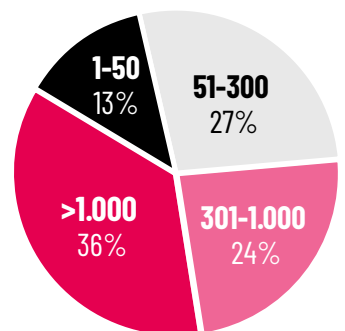
INDUSTRY SECTORS VISITORS*



VISITOR'S DECISION-MAKING AUTHORITY»

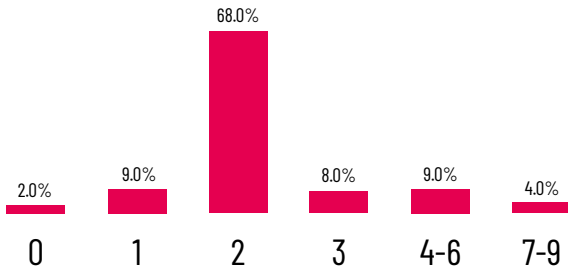


COMPANY SIZE / EMPLOYEES »



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More information at www.zukunft-personal.com/sales

ORIGIN OF VISITORS BY POST CODE AREA



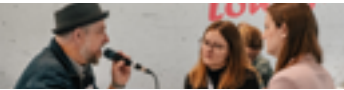
ATTENDANCE NUMBERS

DAILY BREAKDOWN



over **92%** of visitors would recommend Zukunft Personal Nord as a relevant industry event.

NEW IN 2024



EXPERT CONSULTATION

The objective of these sessions is for ZP experts to offer input on real-life HR challenges and to help find bespoke solutions. The ZP experts are ideal sparring partners for personalised advice on specific scenarios, either by themselves providing actionable recommendations or by connecting the audience with their extensive professional network.



CORPORATE INFLUENCER CLUB

What characterises and inspires great corporate influencers and how do they go about communicating their work and about their employers on social media. Tips and tricks as well as best practices from HR experts await the audience. This programme format shows the importance of corporate influencers and explains how to successfully implement such programmes.



INNOVATIVE PEOPLE LAB

Every company must rethink teamwork. It must find ways to offer customers relevant innovations. The Innovative People Lab aims to inspire enthusiasm for new ways of collaboration - and for this new era. New perspectives and behind the scenes insight into real transformation projects await - disruptive and fascinating.



NETWORKING SESSIONS

These sessions offer visitors the opportunity to network with like-minded professionals, make new contacts or gain valuable insights. Each of the two trade fair days has its own motto: networking for Introverts on day 1 and Speed Networking on day 2.



THESIS BAR

Greater courage to be „non-perfect“. HR experts deliver frank, direct and highly entertaining talks at the Thesis Bar. Visitors can react instantly by agreeing or disagreeing and by contributing questions.



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ZUKUNFT
PERSONAL®

REVIEW

23. - 24.
April

2024 Hamburg

#ZPNord

ONLINE COMMUNITY



219,683
PAGE VIEWS



26,206
FOLLOWER



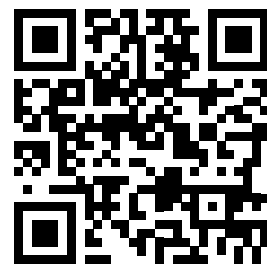
4,636
FOLLOWER

PICTURE GALLERY



FLICKR ALBUM

AFTERMOVIE



YOUTUBE LINK



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www.zukunft-personal.com



www.zukunft-personal.com/newsletter

A SELECTION OF ATTENDING COMPANIES

- About You Holding SE
- Airbus Operations GmbH
- alanta health group GmbH
- Axel Springer SE
- BASF Services Europe GmbH
- Behörde für Inneres und Sport - Polizei Hamburg
- BMW Group
- Burger King Deutschland GmbH
- CEWE Stiftung & Co. KGaA
- Charité Universitätsmedizin Berlin
- Detlev Louis Motorrad Vertriebsgesellschaft mbH
- Dirk Rossmann GmbH
- Dürr AG
- E.ON Country Hub Germany GmbH
- EDEKA Handelsgesellschaft Nord mbH
- eyes and more GmbH
- FERCHAU GmbH
- freenet AG
- Gebäudemanagement Schleswig-Holstein AöR
- Globetrotter Ausrüstungs GmbH
- Hamburger Hafen und Logistik AG
- Hapag-Lloyd AG
- Hermes Germany GmbH
- IKEA Deutschland GmbH & Co. KG
- IRS Karosserie & Lack GmbH
- Jungheinrich AG
- K+S Minerals and Agriculture GmbH
- KG Zara Deutschland B.V.&Co
- Kuehne and Nagel AG Co. KG
- Landwirtschaftskammer Niedersachsen
- Mabanafit GmbH
- Meyer Werft GmbH & Co. KG
- Nordfrost GmbH & Co. KG
- OTTO GmbH und Co. KG
- Peek&Cloppenburg KG
- Philips Medical Systems DMC Germany
- Polizei Hamburg
- Raiffeisen Waren GmbH
- Rheinmetall Waffe Munition GmbH
- Schleswig-Holstein Netz AG
- Shell Deutschland GmbH
- Sonic Healthcare Germany GmbH & Co. KG
- Spie SAG GmbH
- Tchibo GmbH
- thyssenkrupp AG
- TÜV NORD Akademie GmbH & Co. KG
- Unilever
- Urban Holding & Central Services
- Vattenfall Europe Sales GmbH
- Viebrockhaus AG
- Volkswagen AG
- WISAG Job & Karriere GmbH & Co. KG
- wtw -Willis Towers Watson
- ZECH Bau Holding GmbH
- ZEIT Verlagsgruppe



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#QUOTES

Mark Gregg, CEO BONAGO Group:

„We've been on board for a long time, so we have the perfect comparison: 2024 was the best Zukunft Personal Nord ever. Never before has there been such a high flow of visitors. There were also many new companies at the ZP Nord“

Julia Zenk, Strategic Branding Specialist, Communication & Marketing Controlling Deutsche Bahn Connect:

„We are represented here together with the Hamburg Transport Association to offer mobility concepts and budgets as benefits for employees. We are fans of the format in Hamburg. Simply because there is so much curiosity and genuine interest among visitors. The transport transition is already much more firmly anchored here in a national comparison.“

Sophie Lampé, Geschäftsleiterin Bundesverband Betriebliches Gesundheitsmanagement (BBGM):

„I am very positively surprised by how the trade fair went. How Northern Germany is picking up. Southern Germany traditionally has more financial resources and is therefore already more saturated. Here in northern Germany, people are still looking for the complete package of health measures.“

Arnim Köpke, Head of Sales rexx systems:

„As a Hamburg-based company, Zukunft Personal Nord is our home trade fair. We are generalists, which is why we are best placed at the Zukunft Personal events are the best place for us. We have had good discussions and will be back in 2025 on the same scale as this year. Exactly the right people are here.“



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