

FAQs – short version

What is ZP 365?

- A content and community platform which covers all the latest HR Management topics
- Combines all brands of the Zukunft Personal universe
- Represents the all-round HR experience – 365 days a year
- Fuels the HR discourse, takes up debates and transmits live experiences
- Combines the analogue and digital world of work
- Offers partners a strong, responsive platform for marketing, lead generation and media advertising

Why a new digital platform?

- Enables us to position ourselves even more strongly as thought leaders in the area of human resources management
- Enables us to position ourselves as experts in the five subject areas*
- Strengthens the *Zukunft Personal* brand
- Generates attention and interest
- Promotes customer loyalty through community building
- Offers new placement and cooperation possibilities

*Recruiting & Attraction, Operations & Services, Learning & Training, Corporate Health and Future of Work

What can the new platform do that the existing website couldn't?

- Offers cooperation partners new possibilities for online advertising and placement
- Provides visitors with even more content and expertise
- We strengthen the "Zukunft Personal" brand and its position in the HR industry
- ZP 365 enables an interactive, multimedia presentation of a wide range of content that goes beyond our events
- The website is no longer just an exhibition-specific information tool, but has become a strong, theme-driven marketing instrument that contributes to the strengthened position of "Zukunft Personal"
- We create and reach out to a new online community and promote digital on-demand content within the target groups
- We offer a cost-effective platform for marketing, lead generation and media advertising for companies

What placement options are available for me as a sponsor/cooperation partner?

- Placement options all year round, beyond one-off trade fair dates
- Traditional ad spaces of various sizes and booking of various packages across all touchpoints of the ZP series
- Examples: single ads (image text or video text placements), banner placements, Bigsize ads or video formats
- In addition: content placement on ZP 365
- Possibility of an integrated digital campaign: interested partners prepare their content for us (articles, white papers, explanatory videos, surveys or webinars), and we ensure that the content is given maximum attention
- Interested parties can gain an overview of the placement possibilities in our media data

I decided on a placement option - Will I receive insights regarding the performance of my booked services?

- Partners receive an overview of the usual key figures which are relevant for their placement
- These may vary depending on the type of integration on the website
- Please take note: Tracking is not possible as soon as the link leads to an external page. (Use the option to make your link trackable in advance)

What is ZP Plus?

- Benefits programme
- Combines exclusive services at all Zukunft Personal events and special (content) offers on our ZP 365 content platform

What is being planned for the login area?

- Versatile login-area in progress, to be online during the fourth quarter
- Offers benefits for ZP Plus customers (e.g. content such as webinars or whitepapers exclusively for download)
- Also for exhibitors: online shop enhanced with new functions, additional services can be viewed and booked quickly and easily