

Expofestival for Learning & Development Professionals

30th September 2021

MVG Museum Munich



352
VISITORS

61
EXHIBITORS

50+ PROGRAM HIGHLIGHTS

OVER **50** SPEAKERS

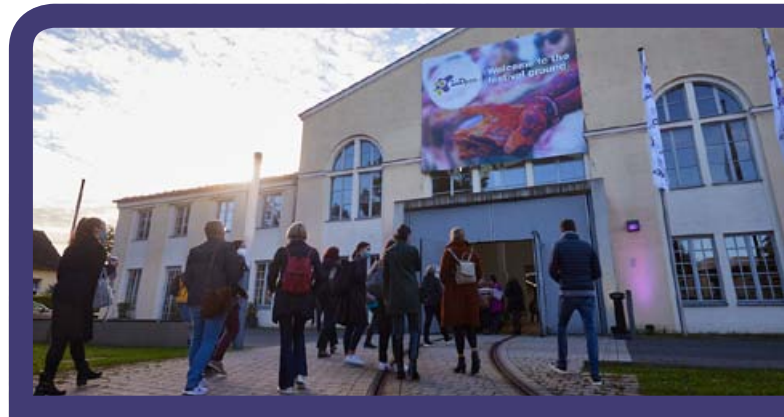
4 KEYNOTE SPEAKERS

5 STAGES

8 MEET UPS

VISITORMARKETING

- **14** cooperations & media partnerships
- **12** advertisements in the trade- & daily press
- Over **30.000** copies of the expospecial in circulation
- **24** thematically and target group specific visitor-newsletters, ca. **5.500** subscribers, clickrate **12,8%**
- Regular social media work on following channels:
 - LinkedIn-focus website
 - LinkedIn-Event
 - XING-group
 - XING-Event
 - Facebook
 - Instagram
 - Twitter
 - www.blog.lnd-pro.de
 - Website www.lnd-pro.de/en/
 - Event page on HRM.de
 - Separate Performance Marketing on LinkedIn and Facebook



EXHIBITOR COMMENTS

"We have been exhibitors at the L&Dpro since the beginning and are especially convinced of the quality of the visitors! The concept of the Expofestival enables an intensive exchange with eLearning Professionals, we are glad to be part of it again next year."

Andreas Kambach, CEO,
Area9 Lyceum GmbH

"The Expofestival is an inspiring trade fair concept with validated trade visitors as well as numerous exciting presentations in a relaxed atmosphere. We were

there for the first and certainly not the last time!"

David Ullrich, Managing Director
Sales, Marketing & Digital,
mst group GmbH

"Here I met modern HR people who have visions. They know that with generation Z there is a collision of worlds in companies, and it's important to pick them up with modern training programs. Looking forward to next year!"

Alexandra Hagemann, Owner,
ah trainings

Sponsors



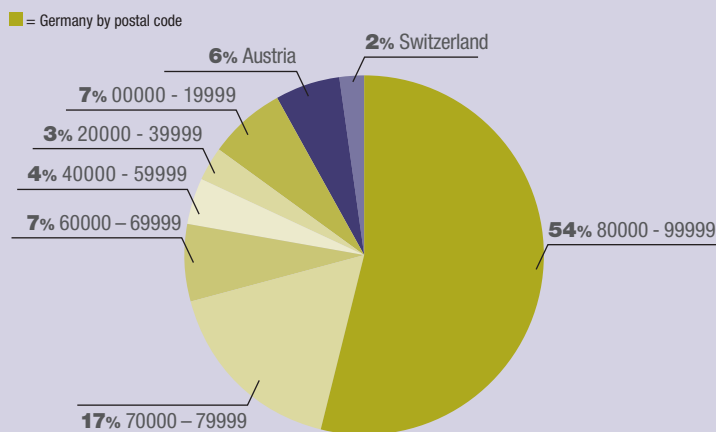
Premium Partner



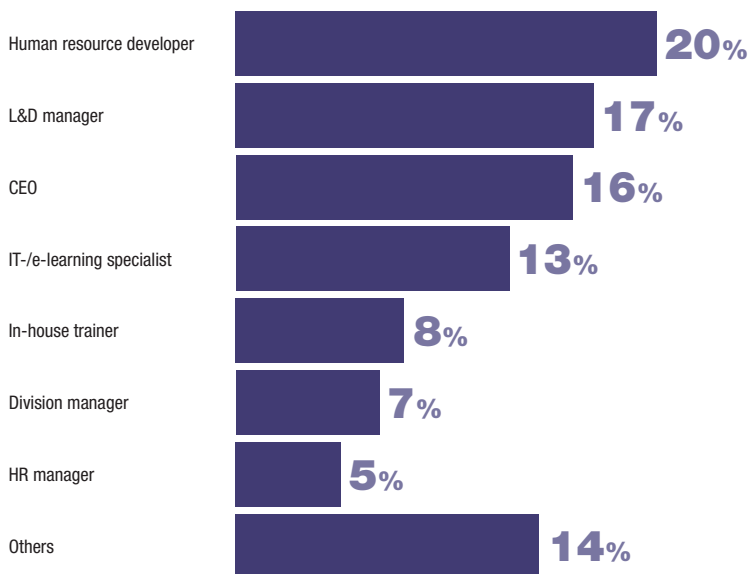
VISITOR QUALITY OF THE L&Dpro 2021



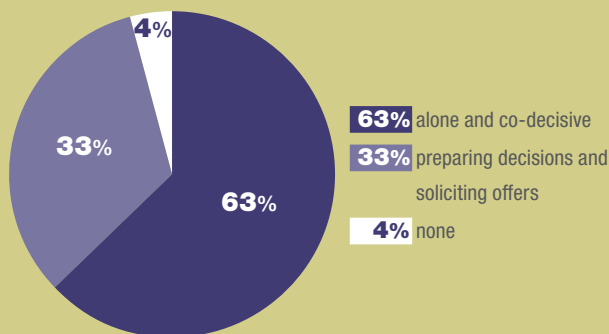
REGIONS OF ORIGIN OF THE TRADE VISITORS



PROFESSIONAL POSITION OF THE TRADE VISITORS



DECISION-MAKING AUTHORITY OF THE VISITORS



VISITOR COMMENTS

"The L&Dpro presents a wide, interesting, diverse range of programs and services, it was a very informing platform. Lectures and workshops were targeted and versatile."

Brigitte Sautner, Staatliches Hofbräuhaus in München

"A professional and diverse L&D-event – something for everyone!"

Stephanie Philipp, Capgemini Deutschland GmbH

"It was a great pleasure for me to visit an informative exhibition again after a long time, to enter in direct dialogue with people and to enjoy many interesting lectures. The spontaneous meetings & conversations were very beneficial."

Monika Binder, The Company Journey Guides

"Impulses. Networking. Implementation guidance. A successful triad – with pleasure again!"

Christian Birkel, BWEquity

CONTACT

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Let's connect via:



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