

TOP FACTS

her CAREER

THE LEADING PLATFORM FOR FEMALE CAREERS

Exchange of experience at eye level & networking with board members, supervisory board members, founders, HR experts, politicians and experts.

GET CONNECTED FOR FEMALE CAREER PLANNING



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#herCAREER



herCAREER.de



herCAREERChannel



flickr.com/messerocks



hercareer



her-career.com/podcast



linkedin.com/
company/hercareer

ABOUT *her*CAREER

*her*CAREER

OUR VISION

WITH #GENDEREQUALITY TO MORE EQUAL OPPORTUNITIES IN THE WORLD OF WORK

*her*CAREER is the leading platform for women's career planning – 365 days a year, whether virtually or on-site. With *her*CAREER, we help people, organizations and their leaders make their commitment to gender equality and diversity visible and tangible. It is about linking interventions in thinking with concrete action. We organize an exchange at eye level with role models, insiders and experts.



GET CONNECTED FOR FEMALE CAREER PLANNING



*her*CAREER - The leading expo for female career planning

- The annual major event
- With digital matching at the expo
- With visitor badge scan

www.her-CAREER.com/Expo



*her*CAREER-Jobmatch

- Year-round female recruiting using algorithms. Job matching for jobs in Germany and worldwide.
- Job seekers are matched on the basis of their competencies and soft skills.

www.herCAREER-Jobmatch.com



*her*CAREER-Lunchdates

The *her*CAREER digital network for a professional and personal exchange on all aspects of female career career planning.

Click here to subscribe:

www.herCAREER-Lunchdates.com



*her*CAREER-Mentoring

As of January 2022, employees of your company can act as mentors or even mentees across companies. Per subscription for 9 EUR/month. incl. *her*CAREER Lunchdates.

www.herCAREER-Mentoring.com



*her*CAREER-Community

A constantly growing community with over 35,000 followers & members. With over 6,300 subscribers to the weekly newsletter and thousands of experts who have already contributed to various formats both online and offline.

www.her-CAREER.com/Community

More is still in the process of development...

Stay tuned for more!

CONTENT – AND SOCIAL MEDIA MARKETING

Strengthen your personnel and employer brand with targeted content and social media marketing and make experts visible and approachable as role models.



herCAREER Podcast

The *herCAREER* Voice podcast captures a wide variety of perspectives as well as very personal insights and experiences – from the *herCAREER* Expo (live) and from the *herCAREER* community.

www.her-CAREER.com/podcast



herCAREER Online Academy

The *herCAREER* Online Academy offers exciting content all year round around the female career planning.

Place your topic as a stand-alone event here.

www.her-CAREER.com/online-academy



herCAREER Newsletter

Every week, exciting role models are presented via podcasts and interviews, who sometimes act as sparring partners or even mentors for the *herCAREER* community.

www.her-CAREER.com/newsletter



herCAREER Social Media Groups & Pages

We bring the joint interviews/podcasts and online events to the constantly growing community of over 35,000 followers and members.

www.her-CAREER.com/community

ABOUT *her*CAREER EXPO

*her*CAREER

LEADING EXPO FOR FEMALE CAREER PLANNING

There are numerous organizations, networks and associations that stand up for women. With these and with the power of their networks, we want to make it easier for women to enter the workforce and campaign for **equal opportunities**. *her*CAREER has become the platform and annual fixture for women interested in careers.

Unlike any other career expo, *her*CAREER facilitates an **exchange at eye level**, giving visitors the opportunity to benefit from the experience and know-how of the role models and insiders. At *her*CAREER, they can talk to experts in a relaxed atmosphere and can **strategically and purposefully expand their professional network**.

The exhibitors and partners offer practical assistance on topics such as:

- ➔ Mentoring & Networking
- ➔ Career & Applying
- ➔ Personal & Skills Development
- ➔ Economy, Work & New Work
- ➔ Science, Digitization & Technology
- ➔ Startup & Entrepreneurship
- ➔ Family & Work
- ➔ Leadership & Communication
- ➔ Society
- ➔ Money, Finances & Assets

The *her*CAREER has built up a large network of outstanding personalities with impressive career paths.

Among them: top-class role models from politics, business and science and attractive employers who are expressly committed to equal opportunities and women in the labor market.

At the Future Talks, companies will also present the innovations they are working on and how they are driving digitization and new work forward. And via the Innovation Lab format, they present their hubs, accelerators and incubators. The numerous offers for a better work-life balance, further training opportunities and all aspects of setting up a business as well as money, finance and pensions make the expo unique.

The *her*CAREER offer aims at:

- ➔ Students
- ➔ Graduates
- ➔ Junior employees
- ➔ Specialists and Executives
- ➔ Executive education offers
- ➔ Founders and entrepreneurs
- ➔ Men who are dedicated to the topics of reconciliation of family and work, (elderly) care & work, and equal opportunities

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The visitors use the exhibition as the place to be to exchange and build networks annually – no matter where they are today: looking for a new job, personal development or when starting their own business.

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233
Exhibitors &
Partners



3,567
Visitors



25,000
digital
Matches



more than 60
lectures & discussions
in the Auditorium



more than 450
Role Models, Insiders &
Experts



about 350
MeetUps, Talks & Labs



95%
Recommendation Rate



10 € for a
1-DAY TICKET
(online)¹



free arrival
with FlixBus
for students²



approved
educational event
in 7 federal states



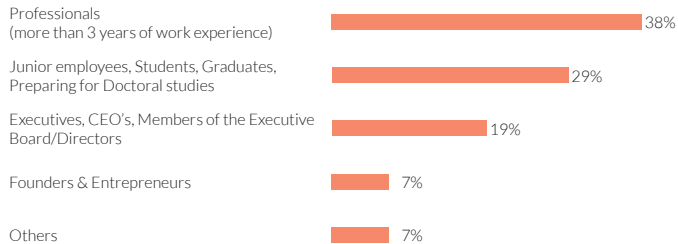
Nationwide
attraction draw area
of visitors

Click here for videos of the expo.  & 

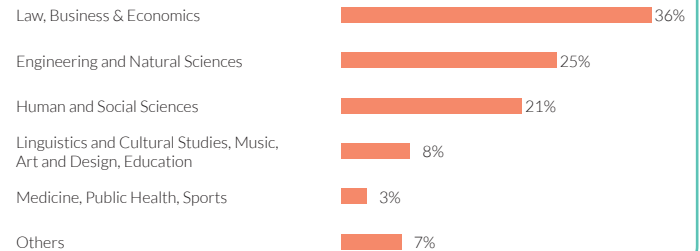
¹ Students and graduates receive free admission after registering online and presenting their valid, personalized student ID on site.
² free travel for students & graduates, more info at her-career.com/FlixBus



The visitors



Field of study



Relocation

55 % indicate willingness to change their location for the job.
25 % of them even Europe-wide / worldwide.

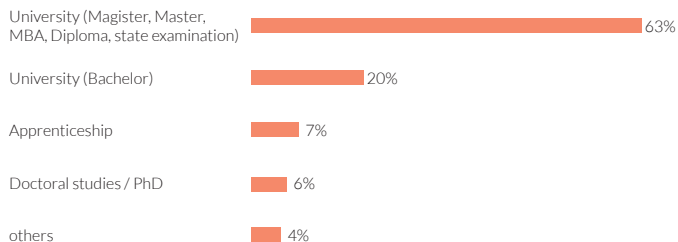


Time spent at the exhibition





Highest or aspired degree



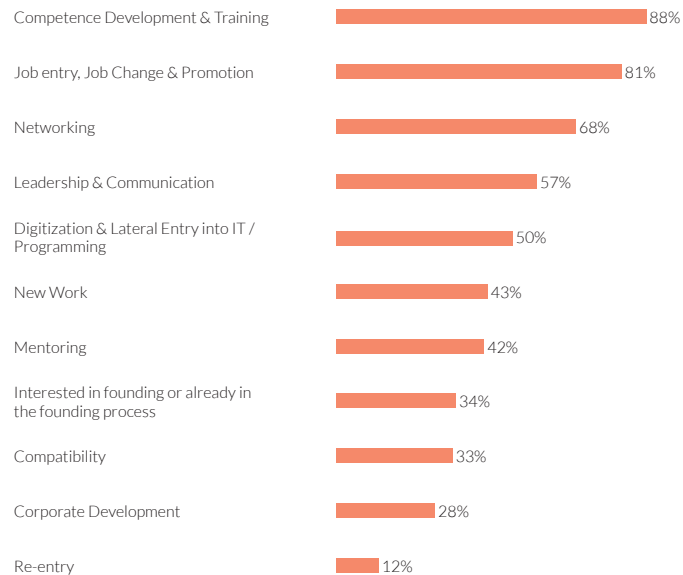
Visitor Origin

Bavaria, Baden-Wuerttemberg, NRW, Hesse, Berlin, Lower Saxony, Hamburg, Brandenburg, Saxony, Thuringia, Rhineland-Palatinate, Schleswig-Holstein, Saarland, Mecklenburg-Vorpommern, Saxony-Anhalt, Bremen

A broad: Austria, Switzerland, Netherlands, Portugal
(listed in order of frequency)



The motivation of the visitors to visit the exhibition



(multiple choices possible)