

## TOP FACTS



# EUROPE'S MOST IMPORTANT AND LARGEST CAREER AND NETWORKING EVENT

17-18 OCTOBER 2024  
MOC, MUNICH

For graduates, specialists,  
women in executive positions,  
and female founders



@her\_CAREER\_de,  
#herCAREER



herCAREER.de



pinterest.de/  
herCAREER/



linkedin.com/  
company/hercareer



hercareer



hercareer



her-career.com/  
podcast



flickr.com/  
messerocks

ABOUT herCAREER

# WHY WE DO, WHAT WE DO



Together with the support of many participants we at herCAREER want to create a platform that allows networking at eye level. We particularly want to use herCAREER:

## herCAREER – TO GIVE HER A VOICE

Because we want women to be seen and heard, especially those who are not so loud. For this we want to create a space. Instead of hierarchies: door openers. Instead of PR strategies: authenticity. Instead of competition: solidarity and fairness. We strive to promote an inclusive togetherness following the example set by herCAREER. This togetherness creates a space for women where they are seen and heard. A place at the table where decisions are made.

**What is important in the working place of tomorrow?** We believe it is often the personal stories that move people and create relationships. People want to be seen, not only for who they are but for their skills and expertise in everyday business especially or at an event like the herCAREER Expo.

In this respect, herCAREER is more than just a career event: it sees itself as a platform with exactly this mindset. What happens during two days at the expo should happen always and everywhere: Women become visible and approachable ambassadors providing personal insights, thus promoting an authentic employer brand. Even more than striving for perfection, herCAREER seeks to be part of a change towards a more diverse working world with equal opportunities.



# ABOUT herCAREER

## OUR MISSION

**Gender Equality** – for us at herCAREER this means: a fair workplace for everyone. For women, men, and all others beyond this binary. For everyone regardless of their social status, their education, their background, their family situation. We are committed to equal participation in the working world, so that there is a place at the table for everyone and diversity becomes a reality.

Along the way, it is particularly important to bring in the female perspective so that women's views are no longer neglected. With this in mind, we want to support and empower women in their professional environment. When each and every woman is empowered to fully develop and make use of their full potential, the entire economy and society will benefit.



"I firmly believe in the power of female global networks. Growing together through exchange, networking and partnerships. Striving together for a more gender balanced, inclusive and sustainable future. Let us be open to new ideas, be bold and learn from each other. And herCAREER is an excellent platform to meet up."

**Dr. Gabi Kratochwil**

Founder & Chairwoman, German-Arab Women Business Leaders (GAWBL)



"I am an experienced job seeker, especially at job fairs. herCAREER is the one, where I met my new employer. The most valuable thing for me is a direct approach. Which was totally supported there. Even if I decided to continue with my current employer, I still have a broad network of connections. Thanks to the organizers!"

**Diana**

Visitor

# ABOUT herCAREER

## WHAT MAKES herCAREER DIFFERENT?

herCAREER is more than an event – herCAREER is THE platform for female career.

It is a platform for networking at eye level. This is why hierarchies do not matter here. Numerous successful formats have emerged from this inner attitude - from exchanges in small groups to the big stage.

Knowledge exchange and empowerment – in the spirit of **#StrongerTogether** and **#WeRiseByLiftingOthers!**



“We are on the cusp of real change and progress for women in leadership and herCAREER is instrumental to guide, encourage, inspire and inform women about opportunities open to them today, here in Germany and beyond. This is our time. Seize it!”

**Liz Fendt**

Global CMO, TÜV SÜD AG, Founder Womens Network & Top 100 Women for Diversity 2023



“Diversity is crucial for innovation and growth. As CFO, I experience how diversity moves us forward every day and, therefore, actively shape the promotion of women. herCAREER is a great platform for Mercedes-Benz Tech Innovation to exchange experiences with each other.”

**Isabelle Krautwald**

CFO, Mercedes-Benz Tech Innovation

# LEARN & CONNECT

## THE COMMITMENT OF herCAREER



### herCAREER Voice Podcast

The herCAREER Voice podcast features people who care about a diverse and equitable workplace – from the herCAREER Expo live and from the herCAREER community. We talk about female experiences, careers and challenges, as well as how to achieve a good work-life balance.

[www.her-CAREER.com/podcast](http://www.her-CAREER.com/podcast)



### herCAREER Academy

The herCAREER Academy regularly provides exciting content from business, science and society. Follow online lectures, discussions or MeetUps, which also allow for an interactive exchange. Selected events are also available as videos on demand free of charge.

[www.her-CAREER.com/academy](http://www.her-CAREER.com/academy)



### herCAREER Newsletter

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

In our Job Offer newsletter, we regularly present open job offers from well-known companies as well as job searches from qualified applicants.

[www.her-CAREER.com/newsletter](http://www.her-CAREER.com/newsletter)



### herCAREER social media groups & pages

We bring the joint interviews/podcasts and online events to the steadily growing community of over 90,800 followers and members.

[www.her-career.com/unser-engagement](http://www.her-career.com/unser-engagement)

# herCAREER EXPO THE EXPO

herCAREER sees itself as a platform – and this calls for an event which opens the doors wide for women through personal meetings (and not just a crack).

Beginners, experts, leaders, and founders come here together for two days to exchange experiences and to network across hierarchies.

And what is innovative about the herCAREER Expo?

On the one hand it is the specific approach and on the other hand the wide range of offerings that meet all individual needs – from a targeted exchange in small groups to a large stage.



## **The program of the expo is divided by topics:**

- Mentoring & Networking
- Career & Application
- Personality & competence development
- Leadership & Communication
- Science, Technology, Digitalization & Technology
- Health, Female Body & Soul
- Tax, Law & Politics
- Economy, Work & New Work
- Money, Finance & Pensions
- Start-up & Entrepreneurship
- Compatibility
- Society



## **TIP**

Read what speakers, visitors, other supporters and partners say about herCAREER:



[www.her-career.com/  
statements](https://www.her-career.com/statements)



# herCAREER EXPO THE TARGET GROUP

– is diverse! This is why herCAREER Expo offers diverse formats that meet the needs of the following groups:

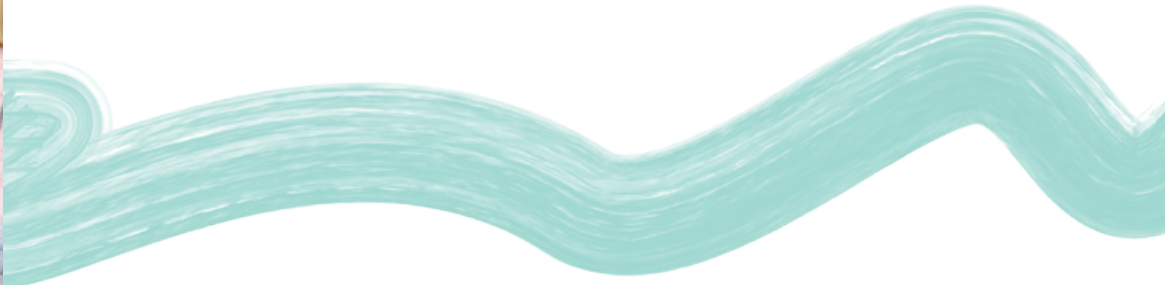
- students
- graduates
- young professionals
- specialists and executives
- prospective trainees
- founders and entrepreneurs
- men, who are committed to topics such as equality, compatibility of family and career, and care & career

## ABOUT THE VISITORS

Equally exciting – the visitors. Here is already some valuable information for you:

- more than **90%** are university graduates
- **46%** are involved with digitalization and interested in a career change to IT/programming
- **97%** empfehlen die Messe weiter

**GET IN TOUCH HERE!**



# herCAREER EXPO

## THE TOP FACTS 2023

8

The trade fair is the major event for exchange & networking. Depending on the visitor's life phase, it is used annually for job search, for personal development, or to start a new business.



**294**  
exhibitors & partners



**6,463**  
visitors  
2022: 4,732



**6,762**  
Handover of digital  
applications on  
Exhibition stand



**51,918**  
Matches



over **60**  
lectures & panels  
in the auditorium



over **450**  
role models, insiders  
& experts



about **350**  
meetups, talks & labs



**97%**  
recommendation rate



**10 €** for a  
1-DAY-TICKET  
(online)<sup>1</sup>



**free travel**  
with FlixBus for  
students<sup>2</sup>



**approved**  
educational event  
in 6 states



**nationwide**  
commuting area

<sup>1</sup> Students and graduates receive free admission after registering online and presenting their valid, personalized student ID on site.

<sup>2</sup> Free travel for students & graduates, more information at [her-career.com/FlixBus](https://her-career.com/FlixBus)

#### SPONSORS

Deutsche Hochschulwerbung

**STRÖER**  
deutsche städte medien

StudySmarter

#### MAIN MEDIA PARTNERS

**emotion**

Frankfurter Allgemeine

**Startup**  
Valley

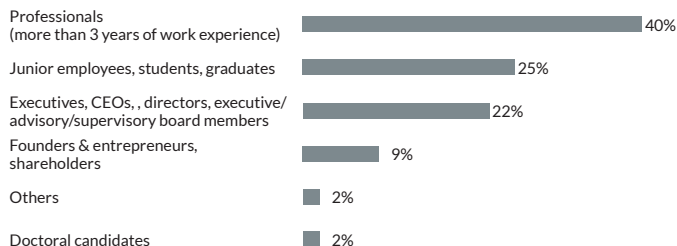


# LEARN & CONNECT

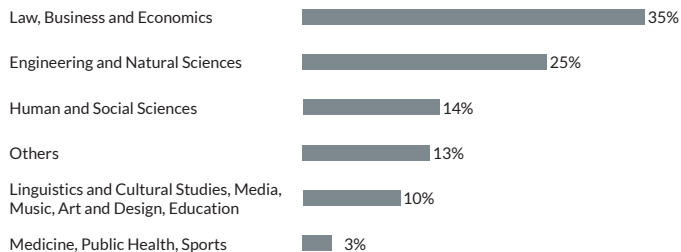
## THE TOP FACTS OF THE herCAREER COMMUNITY 2023



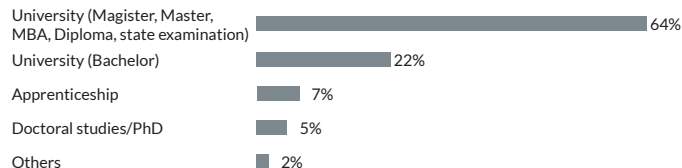
### The profile of the community



### Fields of study/specialized expertise



### Highest or aspired degree



### The community's fields of interest



(multiple choices possible)

# SOCIAL MEDIA REACH OF THE herCAREER COMMUNITY



## herCAREER Websites:

Ø 482,500 Google impressions per month

Ø 51,485 website views per month



## Newsletter:

over 12,000 subscribers

## LinkedIn-Newsletter:

over 15,500 subscribers



## LinkedIn page:

almost 43,000 followers

### Groups:

Networking events for women

over 1,800 members

herCAREER to exchange experiences

over 3,600 members

Podcast on jobs, work and entrepreneurship

over 500 members

3,909,679 yearly LinkedIn content impressions (2023)



## Facebook page:

over 5,600 followers

### Groups:

Networking events for women

over 7,600 members

herCAREER to exchange experiences

about 3,000 members

Podcast on jobs, work and entrepreneurship

over 900 members



## X:

over 3.600 followers



## Instagram:

over 13.700 followers



## Threads:

over 1.000 followers



**Pinterest:** mth. Ø 11,005 impressions



## The Community

- more than 90,800 social media community followers/members
- between 20 and 200 registered participants per herCAREER Academy online event
- more than 90 % of the community members/visitors are academics
- 40 % of the community members/participants are professionals (more than 3 years of work experience)
- 25 % of the community members/participants are entry-level, students, graduates
- 22 % of the community members/participants are executives, CEOs, directors, advisory and supervisory board members
- 46 % of the community members are interested in digitization and in a lateral entry into IT and programming