



# #futurework Frankfurt

## The Career Day for Professionals

19 February 2025

“

The future depends  
on what we do today.

- Mahatma Gandhi

”

# Newcomers Network

Newcomers Network is a platform that helps international professionals, executives, and their families settle in and connect in the Frankfurt Rhein-Main region.



25 years – a strong tradition



5,000 visitors annually at the  
#futurework Frankfurt



50 to 200 participants at  
the monthly International  
Stammtisch



Comprehensive Newcomers  
Guide (magazine)



Five-digit reach across online  
and social media channels



Access to leading private  
universities in Frankfurt



Connections to key players in  
politics and business within  
the Rhein-Main region



Mayor as patron



A strong, well-established,  
and regionally recognized  
brand

# Skill Shortage

## A Challenge for Companies in Germany



### CHALLENGES:

- Existing employees retiring
- Lack of successors for open positions
- Loss of valuable company knowledge
- No opportunities for business succession
- Threat to the company's long-term survival



### CONSEQUENCES:

- Companies are already struggling to find suitable young talent
- A shortage of qualified applicants across all industries
- The skills gap will grow significantly and rapidly in the coming years



### SOLUTION:

Companies in Germany need new platforms and better opportunities to position themselves as attractive employers in order to fill vacancies quickly and sustainably.

# #futurework Frankfurt

## The Career Day for Professionals

A platform where employers connect with emerging talents and experienced professionals through structured, pre-scheduled meetings. In an organized setting with preparation opportunities, participants discuss job offers, the future of work, new employment models, and the challenges of digital transformation.



### **IHK FRANKFURT:**

Prestigious location in the heart of Frankfurt



### **700+ POTENTIAL CANDIDATES:**

From entry-level professionals to experienced experts



### **LIMITED TO 47 COMPANIES:**

Maximum visibility among applicants



### **INNOVATIVE BOOTH CONCEPT:**

Matchmaking app, relaxed discussions, structured appointment scheduling



### **78 SCHEDULED ONE-ON-ONE MEETINGS:**

High-quality interviews planned in advance



### **STAGE FOR KEYNOTES & PANELS:**

Inspiring insights on the future of work



### **VIP AREA FOR COMPANY REPRESENTATIVES:**

The perfect setting for networking





# The Venue IHK Frankfurt am Main



Over 2,000 m<sup>2</sup>  
of event space



Central location in the heart  
of Frankfurt



Excellent accessibility by  
public transport and car



Close proximity to the main  
train station, hotels, and  
restaurants



Prestigious building with  
modern, high-quality  
facilities



Spacious rooms with a  
professional atmosphere



Large outdoor area ideal for  
accreditation and outdoor  
activities

# Target Audience

- From entry-level professionals to experienced specialists looking for the next career step.
- Greater Frankfurt Area



## STUDENTS NEAR GRADUATION

- **Age:** 21–25 years
- **Education:** Bachelor's or Master's in Business, Engineering, or Computer Science
- **Experience:** Internships or student jobs, often in international companies



## ENTRY-LEVEL PROFESSIONALS

- **Age:** 24–28 years
- **Education:** Bachelor's or Master's degree
- **Experience:** First internships or student jobs during studies



## YOUNG PROFESSIONALS IN THE DIGITAL SECTOR

- **Age:** 28–32 years
- **Education:** Bachelor's or Master's degree in Computer Science, Business Informatics, Digital Marketing, or similar fields
- **Experience:** 3–5 years in startups or large corporations



## RETURNEES AFTER PARENTAL LEAVE

- **Age:** 35–40 years
- **Education:** Vocational training or a degree in Marketing, HR, or Office Management
- **Experience:** 8–10 years of work experience before parental leave

# Target Audience

- From entry-level professionals to experienced specialists looking for the next career step.
- Greater Frankfurt Area



## SUCCESSFUL INTERNATIONAL PROFESSIONALS

- **Age:** 30–45 years
- **Education:** University degree, often an MBA or PhD
- **Experience:** 4–10 years across various industries (e.g., IT, Engineering, Management, Finance)



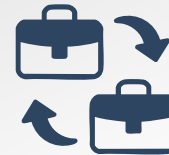
## PARTNERS OF INTERNATIONAL PROFESSIONALS

- **Age:** 30–45 years
- **Education:** University degree, often in creative or management fields (e.g., Design, Business, Law, Healthcare)
- **Experience:** 5–10 years in complementary or internationally oriented roles



## INTERNATIONAL PROFESSIONALS SEEKING BETTER OPPORTUNITIES

- **Age:** 30–45 years
- **Education:** Vocational training or university degree, often in practical fields or general studies
- **Experience:** 5–8 years in mid-level positions (e.g., Hospitality, Retail, Manufacturing)



## CAREER CHANGERS LOOKING FOR A FRESH START

- **Age:** 35–50 years
- **Education:** Vocational training or a degree in another field, currently retraining (e.g., IT, Logistics, Healthcare)
- **Experience:** 10–20 years in a different profession (e.g., Retail, Hospitality, Manufacturing)

# The Trade Fair Booth Concept



## **PRE-EVENT MATCHMAKING**

The app facilitates targeted matchmaking, ensuring the best connections between employers and candidates.



## **CASUAL INTRODUCTIONS**

Each session includes three candidates and one employer in a relaxed setting, fostering natural conversations and authentic networking.



## **BOOKING SLOTS**

Candidates can schedule interviews in advance.



## **CANDIDATE PREPARATION**

Candidates can use the app to prepare for their meetings, helping them make the best possible impression.



## **EMPLOYER PREPARATION**

Employers can review candidate profiles beforehand to ensure focused and efficient discussions.



## **78 SCHEDULED & PERSONAL MEETINGS**

A total of 78 pre-arranged one-on-one conversations guarantee a high level of quality and efficiency.



## **STRUCTURED CONCEPT**

The structured approach maximizes interaction between employers and potential candidates, optimizing networking opportunities.



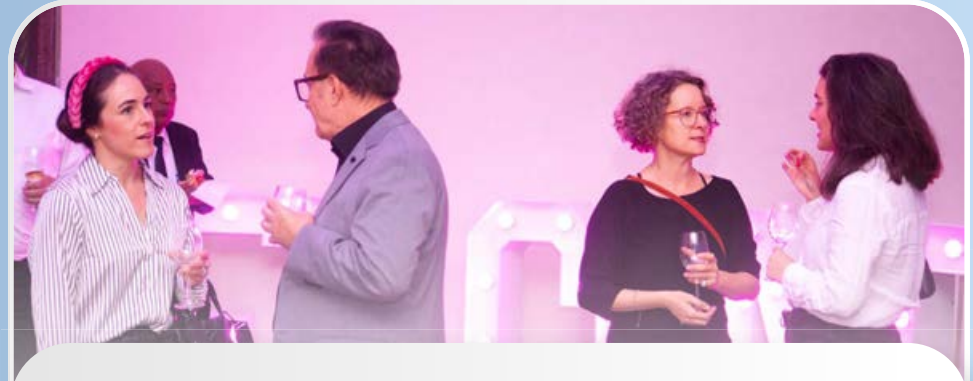
# The Partner Events

## Exclusive Networking Ahead of the Main Event

The exclusive pre-events offer partners the opportunity to connect with each other in advance. The goal is to encourage early exchange and ensure that the main event day is fully focused on engaging with visitors and potential candidates.



**TWO EXCLUSIVE NETWORKING EVENTS  
AHEAD OF THE MAIN DAY**



**DIRECT INTERACTION WITH HR  
DECISION-MAKERS AND OTHER PARTNERS**



**VALUABLE INSIGHTS THROUGH INSPIRING  
TALKS AND HANDS-ON WORKSHOPS**



**IDEAL PREPARATION FOR THE CAREER  
DAY AND ITS TARGET AUDIENCE**

# Partnership Overview

## BASIC PACKAGE:

- Exhibitor booth for targeted conversations with participants and potential candidates.
- Modern design focused on efficient, personal interactions.
- Access to the exclusive VIP area for relaxed networking.
- Complimentary drinks, breakfast, and lunch in the VIP area.
- Access to two pre-events for additional networking and preparation opportunities.

## OPTIONAL ADD-ONS:

- Illuminated exhibition backdrop (3 x 2.25 meters) for enhanced visual presence (available at an additional cost).

## PREMIUM PACKAGE:

- Larger exhibition space.
- High-end lounge setup with a sofa and armchair for comfortable conversations.



## ADDITIONAL SERVICES IN THE PRODUCT CATALOG:

- Advertising spaces
- Hosting a pre-event
- Naming partnership
- Main sponsorship

# Why #futurework Frankfurt

## The Career Day for Professionals



### HIGH-QUALITY CANDIDATES

Our applicants come from renowned private universities, selected agencies (including the Federal Employment Agency), and other professional partners – ensuring a high level of candidate quality.



### SCHEDULED APPOINTMENTS WITH POTENTIAL CANDIDATES

Candidates book their own appointments, demonstrating genuine interest in the companies. This leads to focused, motivated conversations.



### RELAXED CONVERSATIONS IN A TRUSTING ATMOSPHERE

In an informal setting, candidates engage in conversations with employers and fellow applicants. This allows for both individual and team-based impressions.



### EARLY ENGAGEMENT WITH COMPANIES AND CANDIDATES

Unlike traditional fairs with walk-in visitors and little preparation, both employers and applicants can prepare specifically for their meetings in advance.



### NETWORKING WITH OTHER HR DECISION-MAKERS

The Career Day and its pre-events offer valuable networking opportunities with other HR professionals, fostering long-term partnerships. This way, the main event day stays focused entirely on the candidates.

# Our Vision

After 25 years of successfully connecting expats with the local culture in Frankfurt, we asked ourselves how we could provide even more access. This led to the creation of #futurework Frankfurt, supported by the Chamber of Commerce (IHK), the Economic Development Agency, and the Mayor.

## We aim to:



### **INCREASE CONNECTIONS BETWEEN EMPLOYEES AND EMPLOYERS:**

We are creating a platform that encourages exchange and mutual acquaintance.



### **PROMOTE THE REGIONAL ECONOMY:**

By connecting companies and skilled professionals, we are strengthening the economic development of the region.



### **RETAIN TALENT IN THE REGION:**

We want to help retain and develop talented professionals in the region for the long term.





# Contact Us!

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NEWCOMERS NETWORK



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