

Innovations RH du  
monde francophone

**02-03 October 2019**

**PALEXPO GENÈVE**



# Salon RH

**2,147**  
TRADE VISITORS

**152**  
EXHIBITORS

MORE THAN **180** CONFERENCES AND  
PRESENTATIONS

**12** KEYNOTE SPEAKERS

**3** STAGES

**2** LIVE TRAINING AREAS

**1** START UP AREA

## WHAT'S NEW

- WORKPLACE & FACILITY MANAGEMENT STAGE
- LEARNING INNOVATION AREA
- KEYNOTE ARENA



**79%** of the exhibitors found that the quality of the trade visitors was good to excellent

## PARTICIPATION GOALS OF EXHIBITORS

Contacting new customers, partners

**54%**

Presentation of new products / services

**48%**

Customer Care

**43%**

Increase awareness

**42%**

Improve the company's image

**38%**

## VISITOR MARKETING

- **+ 20** media partnerships
- **+ 30** ads in the trade press
- circulation of **55,000** trade fair newspapers
- **23** editorial articles in the specialised national and international press
- **25** online banners with links to target sites
- online presence via social media (Facebook, Twitter, Xing, LinkedIn, Google, Flickr, Youtube) and online newsletters
- **+ 19** targeted online newsletters to more than **31,000** potential visitors

### PARTNERS



Promotion Santé  
Suisse



Fédération des  
Entreprises  
Romandes  
Genève



Belgique



Luxembourg

### MAIN MEDIA PARTNERS





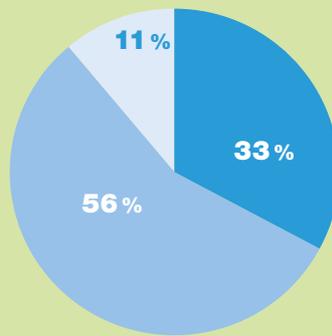
**91%** of the trade visitors are satisfied with their visit of Salon RH 2019

**87%** of the trade visitors plan to visit the Salon RH in 2020

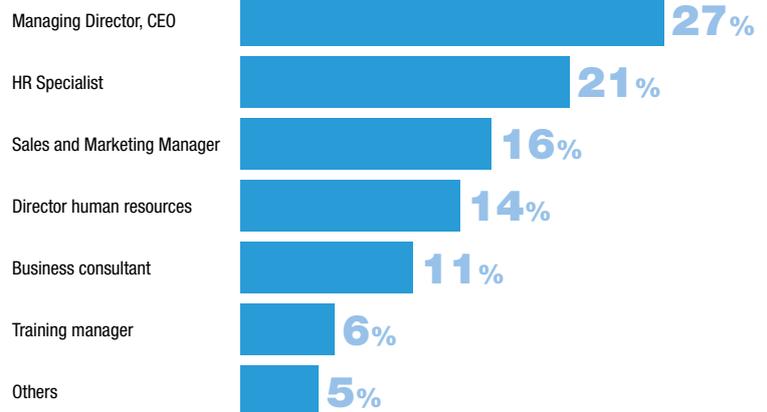
**91%** of the visitors would definitely recommend the event

## DECISION-MAKING AUTHORITY OF VISITORS

- 33%** make the final decision or influence it
- 56%** act in advisory
- 11%** are not involved



## POSITION OF THE VISITORS



## FEEDBACK

«Le salon, c'est vraiment une date que l'on attend chaque année. Il y a un seul événement en région, il est unique.»

**Khaled Sassi**, Exposant, PDG, Novative

«Absolutely enjoying it!»

**Manjuri Sinha**, Keynote, Global Lead – Technology Recruitment, Zalando SE

«Il y a du monde; la fréquentation sur les stands est bonne.»

**Anthony Montes**, Exposant, Directeur Marketing, Fédération des Entreprises Romandes – Genève

**Salon RH**

**SAVE THE DATE!**

**30.09-01.10.2020**

**PALEXPO GENÈVE**

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