

## Press release

Zurich, 4 April 2024

### Full house at HR FESTIVAL europe 2024

**The third edition of the HR FESTIVAL europe took place on March 26 and 27 at Messe Zurich. The event attracted 6,000 visitors, and with exhibitors and speakers, a total of 7,500 HR professionals attended the festival – over 55 percent more than last year. The large audience was enthusiastic about the internationally renowned speakers, the workshops and panel discussions on the challenges of tomorrow's working world and the talks with around 200 exhibitors. The next edition of the HR FESTIVAL europe will take place on March 25 and 26, 2025.**

The HR FESTIVAL europe 2024 welcomed a number of high-profile speakers. Dr. Thomas Zurbuchen, former scientific director of NASA, spoke about building teams that are capable of doing everything, while Carlos Fontelas De Carvalho from ADP returned to the challenges of talent retention. Intergenerational collaboration expert Simon Schnetzer and change management lawyer Susanne Nickel spoke to a packed crowd as well. Visitors also had the opportunity to attend over 60 panel discussions and presentations focusing on practical advice for HR specialists.

The event unfolded in a festival-like atmosphere over 15,000 square meters at Messe Zurich. Around 200 exhibitors offered decision-makers and HR managers on site a wealth of opportunities for exchange and inspiration: innovative products and new trends in HR services.

### Relaxation, sustainability and networking

There were also plenty of opportunities for relaxation and entertainment, from photo sessions and interactive activities to candy and chocolate tastings. At the HR Today booth, visitors flocked to listen to a series of live podcasts, sample delicious cocktails and discover the latest editions of the Swiss benchmark in human resources management.

The organizers of the HR Festival europe once again put sustainability into practice. Partner "Fill me Bottle" provided 2,000 glass bottles, which were refilled and reused using water fountains supplied by Kärcher.

The first day of the event was also marked by the 11th Randstad Award ceremony, recognizing Switzerland's most attractive employers. First place went to Google, followed by SBB CFF FFS and the Swiss Paraplegic Foundation. The event continued in a relaxed atmosphere with the BREAK THE NORM networking party. Performances by singer Marius Bear and DJ Patric Pleasure kept 700 guests entertained well into the night.

### Presentation of the Swiss HR Award 2024

The HR FESTIVAL europe ended with the ceremony for the fifth Swiss HR Award. This was an opportunity to reward the year's most innovative HR projects. Participation was open to all types of organizations, from SMEs to large groups, from start-ups to established companies. The eight shortlisted projects were judged by live pitches. The Swiss HR Award combines

evaluation by a panel of experts and the public. The jury left the final decision to the many visitors who attended the ceremony. (swisshaward.ch)

**The winners of the Swiss HR Award 2024 are:**

Category "Talent attraction":  
Kantonspolizei Nidwalden

Category "Retaining talents":  
Spital Bülach

Category "Out of the box":  
Griesser

Category "Start-up":  
Job.rocks

HR Today / ALMA Medien AG, organizer of the HR FESTIVAL europe, draws a positive balance and looks forward to the next edition.

**Save the date: 25/26 March 2025**

**About HR FESTIVAL europe**

HR FESTIVAL europe is the biggest HR event in Switzerland. Spread over 15,000 m<sup>2</sup> in four halls, it features international speakers, 60 interactive workshops and over 200 HR service providers from all over Europe. Particular attention is paid to the international character of the event: keynote speakers are simultaneously translated into German, English and French. The event welcomes visionaries, pioneers and decision-makers from the world of human resources to network.

HR FESTIVAL europe is organized by HR Today, Switzerland's leading HR media.