

# REPORT ON PERSONAL HUNGARY TRADE SHOW

Personal  
Hungary



Exhibition for  
Human Resource Management

Emberi Erőforrás Management  
Szakkiállítás

- Hungary's number-one Trade Show specialized in HR
- **76** exhibitors
- **2.014** professional visitors: CEO's, HR-directors, HR-professionals, experts in professional development
- on a surface of almost **1.000** square meters
- for the **8th** time in 2011
- with more than **70** lectures, workshops, discussions

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# The Loyalty of Our Visitors

- ✓ The loyalty of our visitors is one of our greatest strengths: this year again close to 95% of our visitors have claimed to have already put Personal Hungary 2012 on their agenda.
- ✓ This proportion has been constant since the beginnings in 2004.
- ✓ 80% of our visitors would in all probability highly recommend the event (above 8 on a 10-grade scale).
- ✓ 92% of our visitors were more than satisfied with our registration process in 2011.

## The overall appraisal of the event



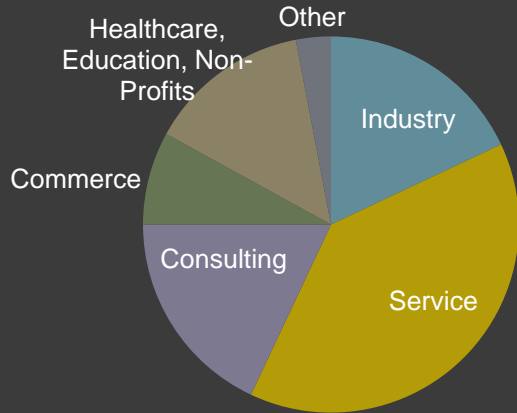
„First time we have ever participated in the event as exhibitors, and it has gone way beyond our expectations. The professional organisation, the organiser’s regular ‘to-do’ reminders and the pre-exhibition workshop have all been really helpful in preparing our appearance. We have found the Trade Show itself extremely useful and successful, have met a lot of potential clients who stopped by at our booth, and thus have achieved our goal. It has been one of the most successful marketing events of the year, we will definitely be here again next year!”

**Andrea Zs. Tóth, marketing manager, FirstMed-FMC**

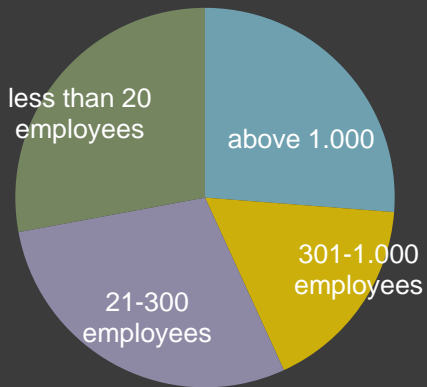


# Visitors' Profile

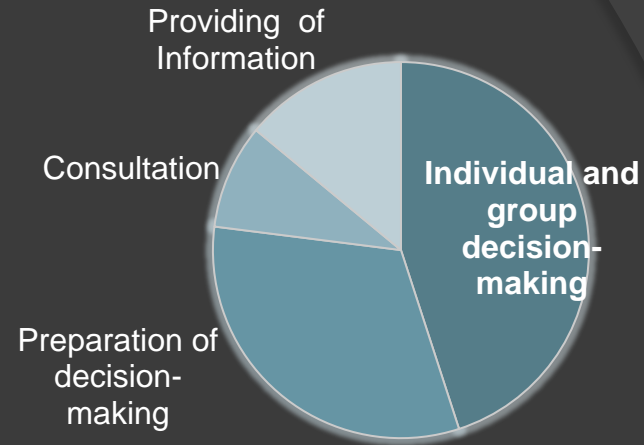
## According to sector provenance



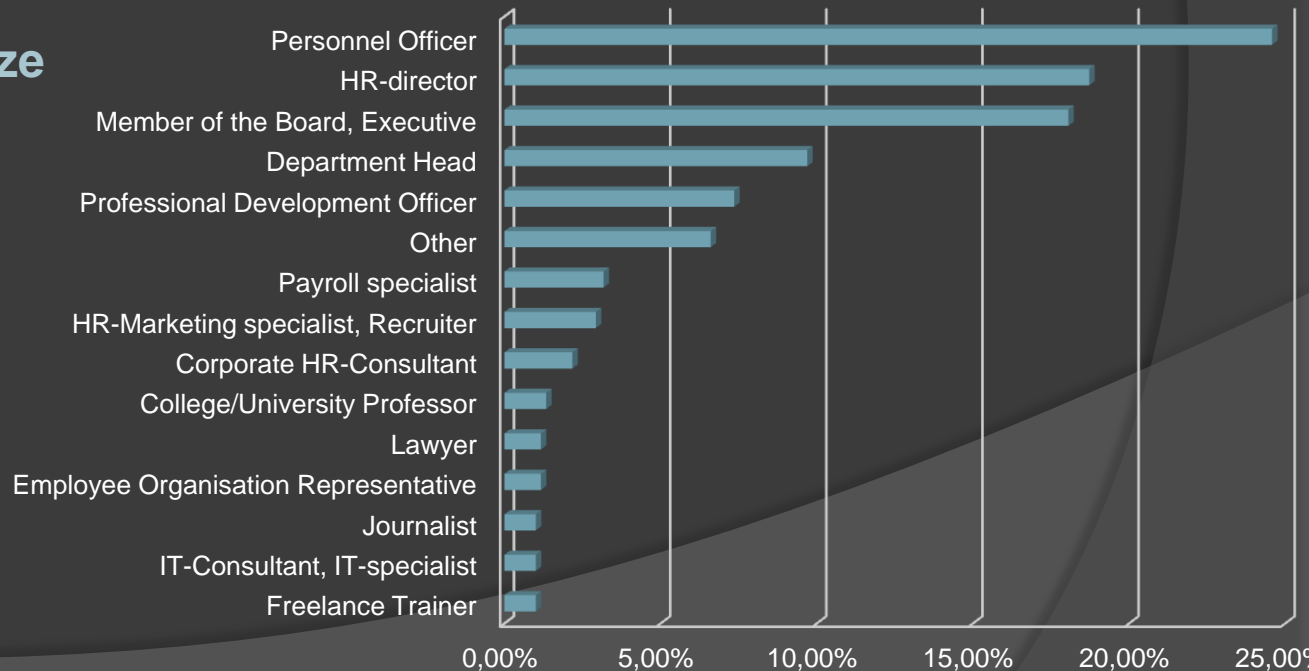
## According to company size (number of employees)



## Involvement in Decision-Making



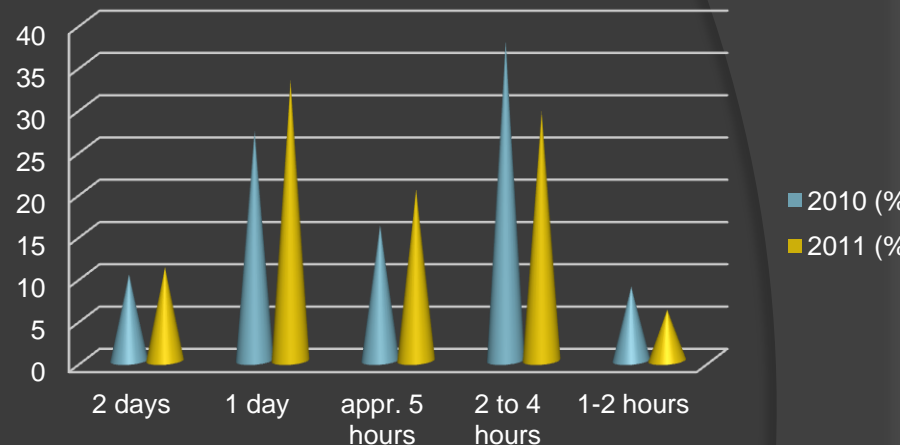
## According to position



# Time spent at the event

Compared to last year, there is a considerable increase of visitors who intend to spend at least 5 hours or more at the trade show, while the number of those who come for a few hours only has decreased.

## Time spent at the event

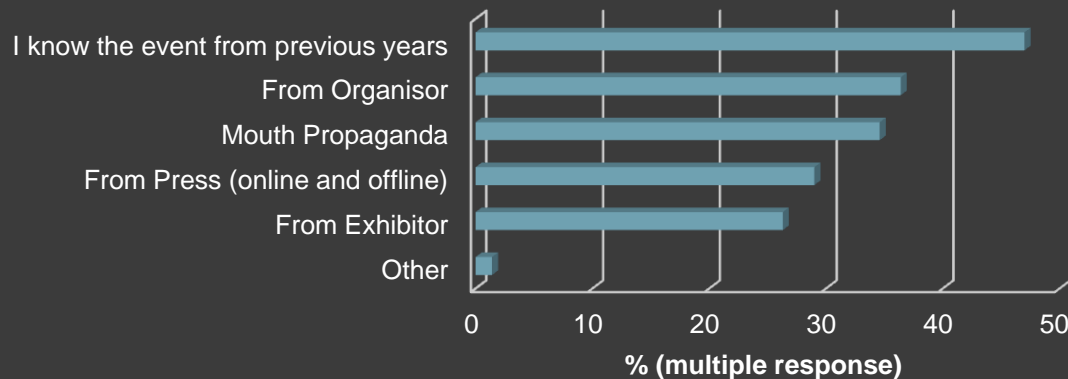


## Networking

- Close to **95 %** of visitors have spent more than one hour networking at the Trade Show.
- The MeetingPoint area has been used by 68%,
- while the catering area by more than 60% of the visitors for networking purposes.

# Information Sources

## How have you come to know about the event?



Our Trade Show Magazine, ExpoSpecial, has reached about half of the visitors.

The ones who assessed the magazine have found it informative and reader-friendly.

The detailed program of lectures have attracted the most of attention.

More than 90% of the visitors who arrived with specific preliminary questions have claimed to have found interesting solutions responding to these questions.

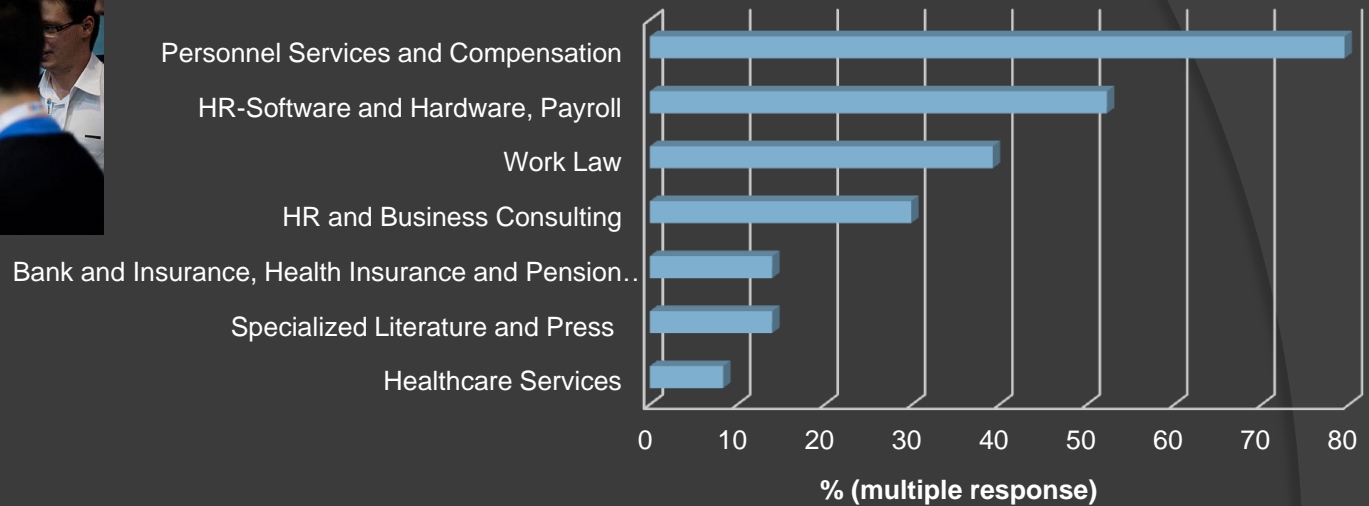
„Getting to know several training service providers under one roof is a lot more efficient than organising a meeting with each of them seperately.”

**Dr. Gábor Segesváry, Personnel Director, Zwack Unicum Nyrt.**



# Fields of interest

## Major fields of interest - Personal Hungary



## Major fields of interest - Professional Learning





# Visitors' Opinion

„It's really high-quality, at least as high or even higher than 1-2 years ago. One can listen to high-profile lectures here, well-known faces appear on the Forums, it really makes the event appealing.”

**Laura Kerégyártó, HR manager, Trilak Paint Manufacturing**

„Today, it is extremely difficult to be up-to-date about changes, tendencies. Information is just not available in time. This is why it is extremely important to have a solid professional network. So in case this Trade Show creates a platform to create this network, it is in itself irreplaceable and it really has to be supported.”

**Dr. Katalin Dudás, lawyer specialized in work law, ex-president of National Labour and Work Safety Authority**

„I find it extremely important to come and gather up-to-date knowledge and see HR-solutions that help our work. This is why we really look forward to Personal Hungary each year. Personally, I bring all my team with me every year.”

**István Dworák, Personnel Department Head, Budapest Zugló Municipality**

# This is how our exhibitors see it...

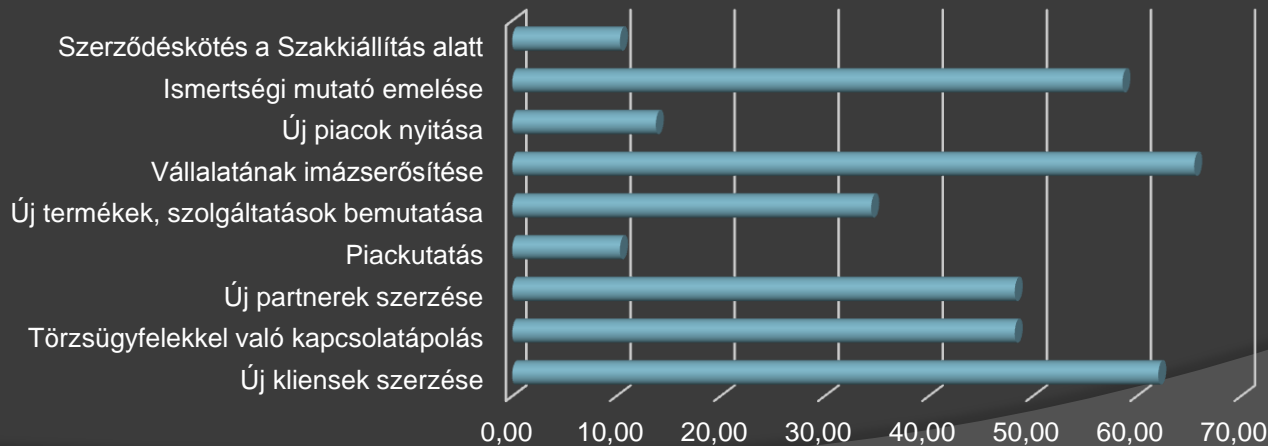


„At Personal Hungary, we have had a great opportunity to get in touch with existing or potential clients and partners. The number of visitors who contacted us on the spot have gone beyond all our expectations, and due to excellent organisation, there has been no bad surprises during the event.”

**Lilla Hegedűs-Cser, marketing manager, Provice Kft.**

- **90 %** of our exhibitors were satisfied with organisation both before and during the event (grade 4 or 5 on a 5-grade scale).
- Our competence has been estimated the same way by **100%** of our visitors.
- **92%** of our visitors have claimed to have got client-centered service with us.
- We are also satisfied: **our exhibitors claim to have achieved their goals!**

## A kiállításon elért célok (többválaszos kérdés)



„It was our first time at Professional Learning and indeed, it has been a positive surprise! Various visitor profiles, professional booth-arrangement, interested public at our demo presentation! It was a great opportunity to get in touch with potential clients as well as with our colleagues in a really good atmosphere! ”

**Márta Bedő, chief trainer, Mercure Consulting**