

PUT YOUR ORGANISATION IN THE **SPOTLIGHT** IN **2024**

PARTNER BROCHURE

Werf&

Your story in the spotlight

As a professional in labor market communication and recruitment, it is essential to craft your company's narrative effectively. By doing so, you can distinguish yourself within your target audience. This is why we are pleased to invite you to explore our premier platform, where your story takes center stage.

The 'nu.nl' of recruitment for 20 years

We have been the 'nu.nl' of recruitment for over 20 years, covering recruitment and the job market in the Netherlands and Belgium. With our extensive range of websites, social media, events, Recruitment Leaders Network, podcasts, webinars and newsletters, we reach more than 100,000 unique professionals in labour market communication and recruitment.

Your story, your choice

From tech and AI to employer branding and candidate experience, from agency to corporate, profit and non-profit, and from junior recruiters to staffing and recruitment leaders. The needs vary. That's why at Werf& we offer the opportunity to put together your own partner package, tailored to meet the needs of both your organization and our community.

What a partnership can do for you

In the coming pages you will read about the possibilities to address your target group during our events. In addition, you will discover which partner packages best suits your organisation and what concrete results of a partnership with Werf& can be. Are you ready to take Dutch recruitment to new heights?



"As a partner of Werf&, we come into direct contact with our target group and we have the opportunity to share our expertise with the broad recruitment community."

Jan Karel Sindorff
Cooble



The annual theme 'Magic' at Werf&

This brochure sheds light on the events and collaboration options we have in store for you in 2024 and the coming years in store for you. Throughout 2024, the theme of 'magic' will be at the heart of the various events. But what does our annual theme of magic mean exactly for your organisation?

Imagine your organisation participating in one of our events, where magic is expressed in a tangible result. Through these magical events, we forge powerful links between your organisation and our community.

This brochure not only gives you an insight into our events, but also illustrates how the theme of magic translates into concrete benefits for your organisation. Are you ready to explore the magic of 2024 together?

“

From day one we have been working together with Werf&. This led to numerous fun collaborations, from articles to events. Always with full involvement from Werf&. Truly a companion with whom we are happy to continue to work with!

Frank Roders
Compagnon



Partner packages

Werf&

Put your organisation in the spotlight

Imagine a powerful profile page that tells your story, banners that shine in front of 20,000 pairs of curious eyes and your own spot on the Werf& homepage.

Our packages not only offer visibility but also concrete steps towards lead generation and thought leadership. Which magical theme will you choose to make your organisation shine?

Basis



Website

- Profile on the Werf& partner page
- Interview or article on the homepage of werf-en.nl
- Logo on the Werf& homepage (partner entry)
- Own events on the Werf& agenda page



Content

- Unlimited placement of business news
- Submit two articles per year with final editing by Werf&
- Articles are posted on Werf&'s socials



Newsletter

- Logo in the Werf& newsletter
- Logo in the Werf& partner newsletter



Event tickets

- 4 tickets for a Werf& event of your choice



Partner meetings

- Quarterly online meeting with partner manager

Choose a package

Visibility package

- 20,000 banner views
- 1 advertorial Werf& newsletter
- 1 promo video of approximately 3 minutes. Filming on location + article by editors Werf&
- Ad in the Werf& Yearbook (1 page)
- Editors present at at least one of our own event (including report)

Lead generation package

- 2x publication of own whitepaper
- 1 article per own whitepaper by the editors of Werf&
- Receive a minimum of 100 leads
- Prominent spot in Werf& Yearbook (1 page)

Thought leadership package

- Exclusive opinion/vision interview in the Werf& Yearbook
- Exclusive opinion/vision interview website Werf& or possibility to send newsletter special
- Speaker time slot at an event

**of passend alternatief*

Investeren: € 10.000 euro

Contact us

Get in touch with Wendy Swaab.

Call +31 (0)6 4078 1263 or send an e-mail: wendy.swaab@werf-en.nl

Facts and figures About Werf&

Werf&

Website

Top segments with the most page views

Employment and Career
Consulting Services

25%
of the visitors are
25-34 years old

150.000
average number of
page views per month



45%
of the visitors are
35-54 years old

60.000
average number of visitors
to Werf& per month

30%
of the visitors are
55-65 years old

Social media



22.000

followers (organic) we reach with social media

Newsletter



We have over **8,100** newsletter subscribers, with an average open ratio of **26%**

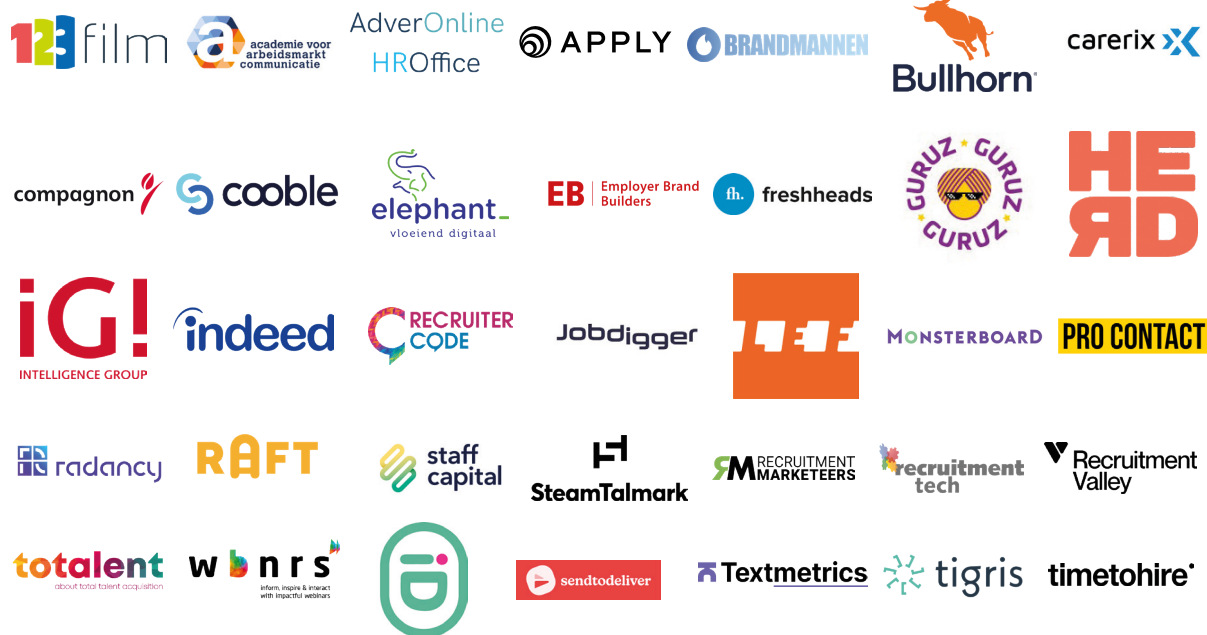
Of subscribers, **31%** work as a recruiter or similar position

Of subscribers, **24%** work as managers, team lead or director

Of newsletter subscribers, **29%** work in the staffing/ recruitment and selection industry

You are in good company amongst these partners

Werf&



Webinar Week

February & October 2024

A great platform for your expertise

For five days straight, there will be five webinars each day, each focusing on a different theme. The renowned Webinar Week organized by ZiPconomy and Werf& attracts over 9,000 participants. As a partner, you will have the opportunity to create a captivating 45-minute webinar presentation, with an additional 10 minutes allocated for questions and interaction. Not only will you shine as a thought leader, but you will also receive a valuable lead list of the participants for further follow-up.

Maximum visibility and interaction for your webinar

The active promotion of your webinar continues beyond the boundaries of the event itself. Through various channels, including www.werf-en.nl and various social media platforms, we provide a maximum visibility and interaction. Because your story not only deserves a large audience; It deserves impact.

Show yourself and your organization

The Webinar Week is a unique opportunity to showcase your organization, share knowledge, and establish valuable connections. It's a platform where your story is heard and where you make an impact.

What can you expect from this partnership?

- 45 minutes speaking time + 10 minutes for discussion
- Questions and interaction.
- We guarantee a minimum of 100 webinar registrations. You will receive the lead data afterwards (name, company, email address) to be able to approach them.
- Lots of visibility, through a (interview) article on the websites and socials from Werf& and/or ZiPconomy to promote your webinar
- Maximum 200 participants

Investment for this event € 3.950,-

More information?

Contact Wendy Swaab.
Call +31 (0)6 4078 1263 or send an e-mail:
wendy.swaab@werf-en.nl



Bureau Recruitment Live

March 12, 2024

Do you want to stand out at employment agencies? secondments, and self-employed mediators?

Then, a partnership for Bureau recruitment Live interesting for you. This event is specific aimed at any agency that specializes in bringing people and Labour together. During this event Werf& also hands out awards for best agency recruiter and best agency in the Netherlands. With the rise of AI, internationalization, certification, new legislation and many other relevant developments, this is the theme year: Agency recruitment: the next level.

What can you expect from this partnership?

- Present your case in a plenary session of 15 minutes
- Publicity through Werf& channels, including a striking speaker banner that increases your visibility increases
- Receive valuable contact information afterwards from visitors, of course with their permission

Investment for this event € 6.950,-

More information?

Contact Wendy Swaab.

Call +31 (0)6 4078 1263 or send an e-mail: wendy.swaab@werf-en.nl



331 participants on average

Job title

Leadership and Management

52%

Marketing and communications

11%

Recruitment & HR

23%

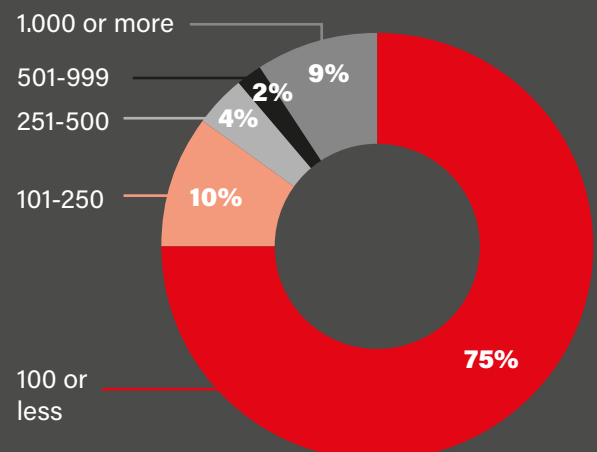
Sales en Business development

10%

Technologie & IT

4%

Company size where participants work



Top 3 industries in which participants work:

- 1 Job placement **64%**
- 2 Automation/ICT/Telecom **14%**
- 3 Business Services **13%**



Total Talent Summit

March 21, 2024

The Total Talent Summit event will take place on March 21, 2024. This is an exclusive event on invitation with participants from the Benelux. The meeting takes place at a prestigious location: Hotel Nassau in Breda.

As a partner you get the unique opportunity to get in touch with 80 influential decision makers in purchasing, recruitment, selection and HR. Take advantage of a fascinating day program with abundant options for interaction and networking. You inspire the Dutch and Belgian decision makers. Werf& also shares two awards: Total Talent Management and Innovation Award. A day full of valuable things connections, inspiration and strategic insight wait for you.

These companies came before you:

ABN Amro • Achmea • Aegon • Alliander • ANWB
• ASML • BASF • Boskalis • Bol.com • DAF • Deloitte
• DHL • DSM • Engie • Friesland Campina • Gemeente Arnhem • Gemeente Rotterdam • ICL Group • ING • Jumbo • KLM • NS • PON • ProRail • Proximus
• Rabobank • Rijksoverheid • Securitas • Stork
• TNO • Vodafone

**Maximum
6 partners**

(excluding, no more
suppliers allowed as
a partner)

Why become a partner?

- Two participants from your organization, these participants are the table chairs
- Minimum 5 tickets to give away for free within your network
- Brand awareness and extensive networking opportunities

Investment for this event € 15.000,-

- 2 table chairmen (total 12 tables with 8-9 people)
- Invite a maximum of 10 people (at DMU level)
- Video on location (2 to 3 minutes) containing short introduction + statement for discussion on the table
- Lots of rotation so you meet a lot of people
- Exclusive & high end (participants and speakers)

The tightness in the labor market is affecting both fixed and flexible staff. The boundaries between contract types and countries are increasingly fading away. And platforms, HCM systems, as well as RPOs, are evolving continuing as Total Talent Partners. That's why it's time to bring all important knowledge providers together to bring. Small-scale and high-end. So that the right one topics can be discussed substantively with each other become.

Zipconomy, Nextconomy, Werf& and Totalent.eu join forces again for the third Belgian-Dutch Total Talent Summit. Organized for managers and leaders in finance, HR, purchasing and recruitment. About market developments to discuss, reflect and actively find solutions and discuss challenges. And to tackle!

More information?

Contact Wendy Swaab.
Call +31 (0)6 4078 1263
or send an e-mail: wendy.swaab@werf-en.nl



EVENTS AGENDA

Werf&

Werf& Live

May 28, 2024

Do you want to shine in one of the most prominent HR & Recruitment events in the Netherlands?

Werf& Live has been the leading provider for more than 10 years event for HR & recruitment professionals, advisors Labour market communication and employer branding specialists. This year's theme is "Magical employership". With a strong link to employer branding, Werf& also reaches out during this event prestigious awards.

Direct conversation with your target group

At Werf& Live you will have the opportunity to present your case or host an interactive workshop. This allows you to profile yourself as a thought leader and engage directly with your target group. This direct interaction offers the perfect opportunity to convey your business story effectively and attract interesting prospects.

What can you expect from this partnership?

- 2 tickets for personal use and 2 for your business partners
- Stand for giving demos
- Banners with logo
- Lots of visibility, through an article on Werf&'s websites and social media

What are the benefits of a partnership?

- Conveying vision and positioning as a thought leader among your target group
- Opportunity for networking and convey your business story effectively
- Generating Marketing Qualified Leads

Investment for this event € 6.950,-

More information?

Contact Wendy Swaab.

Call +31 (0)6 4078 1263 or send an e-mail:

wendy.swaab@werf-en.nl



388 participants
on average

Job title

Leadership and Management

24%

Marketing and communications

38%

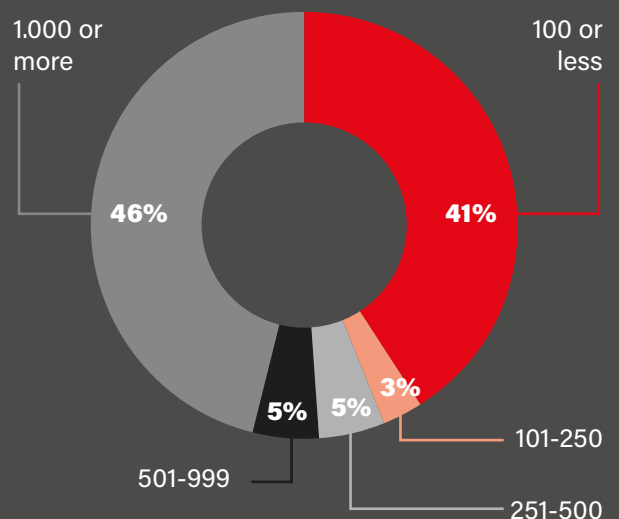
Recruitment & HR

34%

Self-employed and freelancers

4%

Company size where participants work



Top 3 industries in which participants work:

- 1 Job placement **20%**
- 2 Communication/media **17%**
- 3 Government **13%**



Global Talent Intelligence Conference

September 23-25, 2024

The world is facing an unprecedented crisis skills and talent shortage; putting on, attracting and retaining talent has never been more important. Given this context, it is vital to have an integrated and strategic holistic Talent Intelligence strategy, in order to have an external Labour market context to offer for future sustainable growth for organizations.'

Talent Intelligence is a relatively new, but fast growing discipline. This event presents Talent Intelligence as a vital component that AI and automation drives, a competitive advantage delivers and lays the strategic foundation in the hotly contested arena of talent acquisition.

Make sure you're a trailblazer

Do you have a tooling for Labour market data? Do you want to market your product? Or do you want to acquire larger customers? Bring your message to the attention of (international) TI leaders, TA specialists, strategists, HR specialists, People Analytics specialists and sourcers at the Global Talent Intelligence Conference event.

Meet a relevant community

Like-minded people gather from all over the world, representing professionals from large organizations. The official language of this event is therefore English. Companies that have participated in previous years include Google, PayPal, Indeed, SAP, EY, ASML, and Draup. Before, during, and after the event, you will experience a wide reach that extends like an oil slick among relevant market players."

These are the benefits of a partnership:

- Stand in the exhibition space to give demos (limited number of stands still available)
- Broad online visibility
- Banners with logo
- 45 minutes masterclass or workshop
- 2 tickets for personal use and 4 business cards



137 participants
on average

Functietitel

Director /Owner

18%

Recruitment & HR

19%

Other

18%

Sales en project management

13%

Talent acquisition

23%

Investment for this event € 17,500

Interested in becoming a partner of the event?

Please contact Sharda Alibux.

sharda.alibux@intelligence-group.nl

+31 (0)6 2220 1797



Events around current themes

In addition to the annual events, we organize also various events that respond to current events themes. We have had successful meetings in 2023 held on essential topics such as A.I. and Generation Z.

For 2024 four A.I. events are planned, including HR & A.I. and Recruitment and A.I. Thanks to our extensive network we can quickly mobilize leading speakers, respond directly to market needs and remain relevant for professionals in recruitment and labour market communication.

Investment for these events € 6.950,-

More information?

Contact Wendy Swaab.

Call +31 (0)6 4078 1263 or send an e-mail: wendy.swaab@werf-en.nl



146 participants on average at the A.I. annual conference

Job title visitors annual conference A.I.

Leadership and Management

25%

Marketing and sales

12%

Other

12%

Recruitment & HR

51%

Top 3 industries in which participants work:

- 1 Temporary employment/recruitment selection industry
- 2 HR, Recruitment Tech
- 3 Advice/consultancy



Contact

Werf&

Would you like to receive more information? Do you want advice? Or do you have a larger collaboration in mind? We would like to hear what your needs and objectives are. Contact Wendy Swaab. Together we create a partnership that matches the vision of your organization.

Call +31 (0)6 4078 1263

or send an email: wendy.swaab@werf-en.nl



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The partnership with Werf& is very valuable for 8vance. The events were well attended, with relevant participants for our matching technology. We'll come right in contact with the desired target group, and can profile us well as innovative provider through it independent platform. This delivers great new leads.

Laurens Waling
8vance



Academy for Labour Market Communication

With more than 30 open annually registration courses and countless, op tailor-made in-company training courses, is the Academy for Labour Market Communication by far the greatest trainer in the Netherlands in the field of labour market communication, recruitment and mobility.

Since its founding in 2006, many thousands of.. professionals in the field of labour market communication, recruitment, mobility, recruitment & selection, HR and P&O are inspired by one or more training courses from the broad training program. The Academy's training courses help professionals to increase their knowledge and apply it immediately in their daily practice.

The Academy for Labour Market Communication offers online, classroom, hybrid and blended courses. The offer varies from a one-day workshop to a five-day training. So there is one for everyone appropriate training.

On average, the training courses are rated with an 8.2 according to the independent comparison site Springest.nl.

The Academy for Labour Market Communication is NRTO certified and proud partner of Werf&, Loopbaanpro and Totalent.eu.

Please contact Daphna Nahmias for more information on +31 (0)6 4845 4198 or email to daphna.nahmias@arbeidsmarktcommunicatie.nl





www.werf-en.nl