

No. 2 / November 2023, Cologne  
#hhcologne #hhcologne2024

## **h+h cologne 2024: Know-how and networking as a career booster - ticket shop open now**

**With a new zones concept that promotes knowledge transfer and networking, across four new zones an event programme tailor-made to meet the needs of the retail trade and its partners awaits the visitors of h+h cologne from 22.-24.03.2024. One of the highlights is the Future Talents Day on the last day of the fair, which gives young talents the opportunity to present themselves to the international trade audience. Tickets for the trade show as well as for the Deep Dive workshops that enable the concentrated transfer of knowledge are available now.**

### **New zones concept**

Over the three days of the fair all event formats and programme items of h+h cologne 2024 will be staged within the following four zones: Talk Zone, Academy Zone, Creator Zone and Creative Zone. The zones are dedicated to the key theme "Creative Empowerment" and offer the trade audience and the exhibitors an interactive event programme. The emphasis lies on themes that reflect the current and future challenges of the industry. Including the own corporate design, social media appearances, SEO and many other fields. All of the focal themes will be selected to suit the retail trade and the needs of the trade visitors and necessary skills will be conveyed simply and compactly in the respective zones.

Hosted panel discussions, interviews, impulse lectures and masterclasses can be followed on the large stage of the Talk Zone, free of charge. In the Academy Zone, Deep Dive workshops with experts, which a limited number of tickets are available for with immediate effect, give a more intense insight into the relevant focal themes. The Creator Zone with its cafe atmosphere offers creators the perfect environment for generating and sharing their own content. It is possible to be creative oneself and expand one's own handicraft skills in the Creative Zone.

### **Programme for the future**

The trade audience and exhibitors can look forward to an informative and diversified programme. Each of the three days of the fair is dedicated to a theme world that is relevant for the industry. On the first day of the fair the focus is on the trends of the handicraft and creative industry. The second day addresses marketing themes, sales techniques, social media and dealing with AI.

A special highlight is the Future Talents Day on the last day of the fair. It offers young professionals, start-ups, newcomers and students the opportunity to present



h+h cologne  
22.03. - 24.03.2024  
[/www.hh-cologne.com](http://www.hh-cologne.com)

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Mayor of the City of Cologne  
Henriette Reker

Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952

themselves to the exhibitors and the trade audience. Here, young talents meet up with the HR Directors of the exhibiting companies to network on future career possibilities. Furthermore, the programme of the day will be tailored to meet the needs and demands of the young talents. The new event is being held for the first time at h+h cologne in 2024 and aims to enrich the industry over the coming years too. As such, h+h cologne not only offers inspiration and innovation, but also the opportunity to promote the sustainability of the handicraft industry long-term.

### Excerpts from the Deep Dive workshops

**Friday, 22.03.2024:** Academy Zone: "Corporate Design - Create a convincing corporate design for your personal brand/business!", with Louise Lemke, Lieselou DIY & Grafikdesign

Academy Zone: "Fresh prospects for your business! We devise possible perspectives for your handicraft store based on new shop models in other industries.", with Gabriela Kaiser, Trend-Agentur

**Saturday, 23.03.2024:** Academy Zone: "SEO for (handmade) online shops with and without a retail shop / Step-by-step instructions / Keyword Search + Potential Customers Analysis", with Tanja Neubauer, Agentur Textfluss

Academy Zone: "Marketing & Sales Techniques from Likes to Leads: Social Media Marketing for Handmade Business", with Sabrina Stopat, Sameko\_Design

**Sunday, 24.03.2024:** Academy Zone: "Creative Empowerment & Storytelling: Stories promise excitement. But they also always promise creative solutions", with Stefan Keller, Stefan Keller Stories

Academy Zone: "The Power of Collaboration", with Teti Lutsak

### Ticket Shop

Tickets for h+h cologne 2024 and for the limited availability Deep Dive workshops can already be purchased online [right here](#). More information on h+h cologne 2024 can be found on the official website: [hh-cologne.com](https://www.hh-cologne.com)

### Next events:

h+h colonge, 22 - 24 March 2024, Cologne

### Note for editorial offices:

h+h cologne photos are available in our image database on the Internet at [www.hh-cologne.com/imagetdatabase](https://www.hh-cologne.com/imagetdatabase) in the "News" section.

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Page

3/3

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