

No. 4 / 2024, Cologne
#hhcologne #hhcologne2024

h+h cologne 2024 is ready to go: Event highlights focus on creativity, communications and career

h+h cologne 2024, the leading international trade fair for creative handicraft & hobby supplies, kicks off in a few days: Under the motto "Creative Empowerment", the trade fair will be the inspiration and networking platform of the handicraft industry from 22 to 24 March. New programme items have now been announced just before the start of the fair.

Whether they address the sensual world of dance, the demanding high fashion scene or the digital expanses of the web - the programme highlights of h+h cologne 2024 reflect the diversity of creative hobbies and fascinating, models for success. Experts will report about the latest trends and developments of the industry, share their success stories and provide first-hand insights. Anyone who wants to can delve deeper into his favoured themes in different areas, such as the Academy Zone, for example.

The current event programme of h+h cologne 2024 and all important information can be found at: [On-site events 2024 | h+h cologne](https://www.hh-cologne.de) (hh-cologne.de)

Further programme highlights announced

Let's talk

The impulse lecture by Fatima Halwani on 22.03. from 2:30 - 2:50 p.m. explains how to "Develop your own target group and attract high-fashion customers with exclusive fabrics, quality and design." The priority here lies on how independent fashion designers can assert themselves against big companies.

Katia Convents provides insights into the impressive world of dance fashion in the masterclass entitled "Discover the art of dance through fabric and thread" on 22.03. from 3:30 - 4:00 p.m. Her exceptional career that has also led her to RTL's "Let's Dance" for example, has turned her into one of the most popular studios for dancewear in Germany.

In cooperation with Initiative Handarbeit the communications and retail trade expert, Johannes Albert, reveals in his impulse lecture "How your creative store stands out! Ideas for creative shops!" on 23.03. from 2:00 - 2:20 p.m. what shop owners can do in the current market environment to attract the attention of customers and make their own collections experienceable in an appealing way.

In the impulse lecture "Cosplay - more than just costumes! Dive into the creative



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

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hobby!" on 23.03. from 3:00 - 3:20 p.m. Timbercosplay explains the versatility of "Cosplay". The hobby, which is currently experiencing a veritable boom, not only encompasses the true-to-detail replication of costumes, but also the participation at events and even competitions.

Page

2/3

Diving deeper

In the Deep Dive workshop "SEO for (handmade) online shops with and without retail outlets/ Step-by-step Instructions Keyword Search + Desired Potential Client Analysis" with Tanja Neuburger on 23.03. from 10:00 - 10:30 a.m. it is all about how important the definition of the desired client is for the success of the online shop, how one carries out keyword research for one's own shop or how and where keywords are used in shop texts.

"On the first page of Google: Practical tips for the search engine optimisation for non-technicians (incl. AI tools)" is the title of the Deep Dive workshop on 23.03. from 2:00 - 3:30 p.m. Markus Bockhorni, Chief Operating Officer, eMBIS Academy for Online Marketing, explains in simple terms and clearly how to get one's online offers on to the first page of Google.

Furthermore, press representatives and content creators can apply for an accreditation with immediate effect here: [Accreditation for press representatives](#).

Tickets for the event are available from the official [Ticket Shop](#).

Next events:

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

h+h americas, 01 - 03 May 2024, Rosemont

Note for editorial offices:

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

Press information is available at: www.hh-cologne.com/Pressinformation

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