

# REPORT ON PERSONAL HUNGARY AND PROFESSIONAL LEARNING TRADE SHOWS

Results of the Research by BellResearch  
15<sup>th</sup> November 2011

**Eszter Rózsa**

Senior Researcher

[eszter.rozsa@bellresearch.com](mailto:eszter.rozsa@bellresearch.com)

**Ivett Szalma**

Researcher

[ivett.szalma@bellresearch.com](mailto:ivett.szalma@bellresearch.com)

## Personal Hungary



Exhibition for  
Human Resource Management

Emberi Erőforrás Management  
Szakkiállítás



# Visitor Numbers

Personal Hungary and Professional Learning Trade Shows 2011 attracted more than 2.000, to be exact **2.014 expert visitors** – HR-managers, further education experts, CEOs. In the following, you will find more information about the composition of the visitors, their behaviour and their satisfaction with the event.

**Our visitors' loyalty** is flattering: **95%** of the visitors have declared this year that they are planning to come to the Trade Shows in 2012.



# Visitor Profile

Report on Personal Hungary and Professional Learning Trade Shows | Results of the Research | 15<sup>th</sup> November 2011

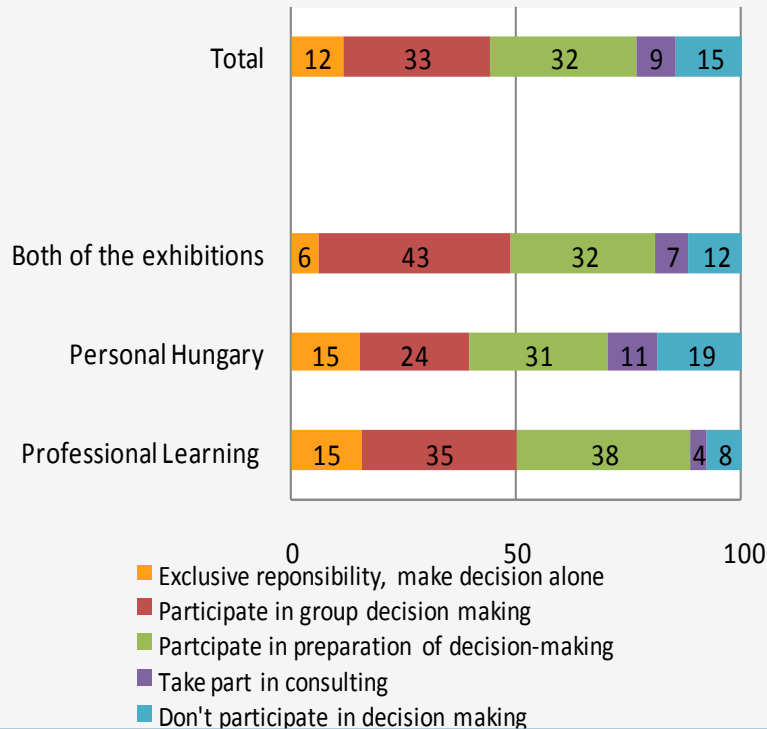


# Visitor Profile

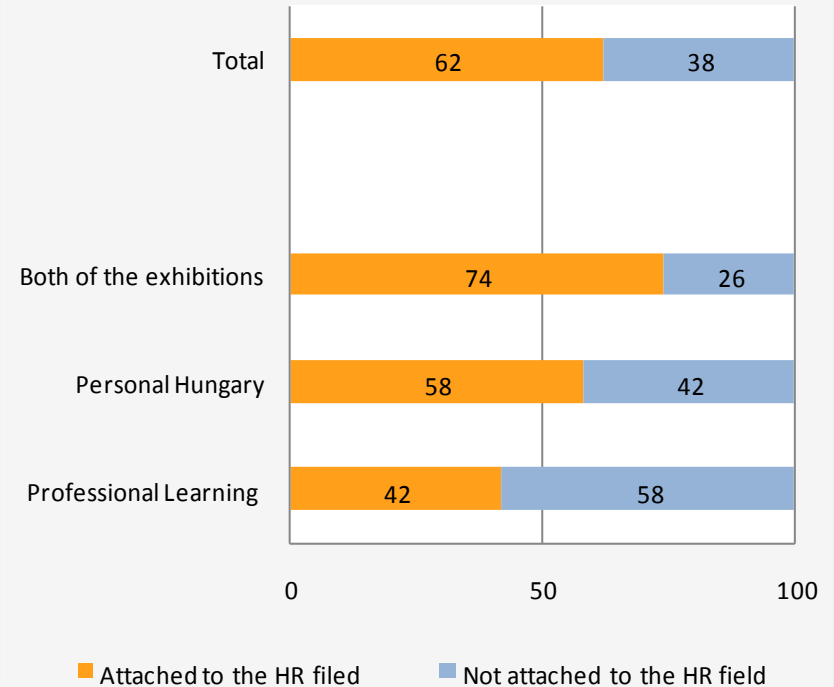


Among the visitors, decision-makers are highly represented. One out of 8 participants [12%] is an exclusive decision-maker, one-third of the visitors take part in group decision making [33%], and the other one third is involved in the preparation of decision-making [32%]. 9% of the visitors take part in the consulting process. The great majority [62%] come from strictly speaking HR positions.

### Decision-making authority of the visitors



### Positions of the visitors in their workplace



Basis: total visitors [n=217], visitors who were equally interested in both Trade Shows [n=84], visitors who were mainly interested in Personal Hungary [n=107], visitors who were mainly interested in Professional Learning [n=26]

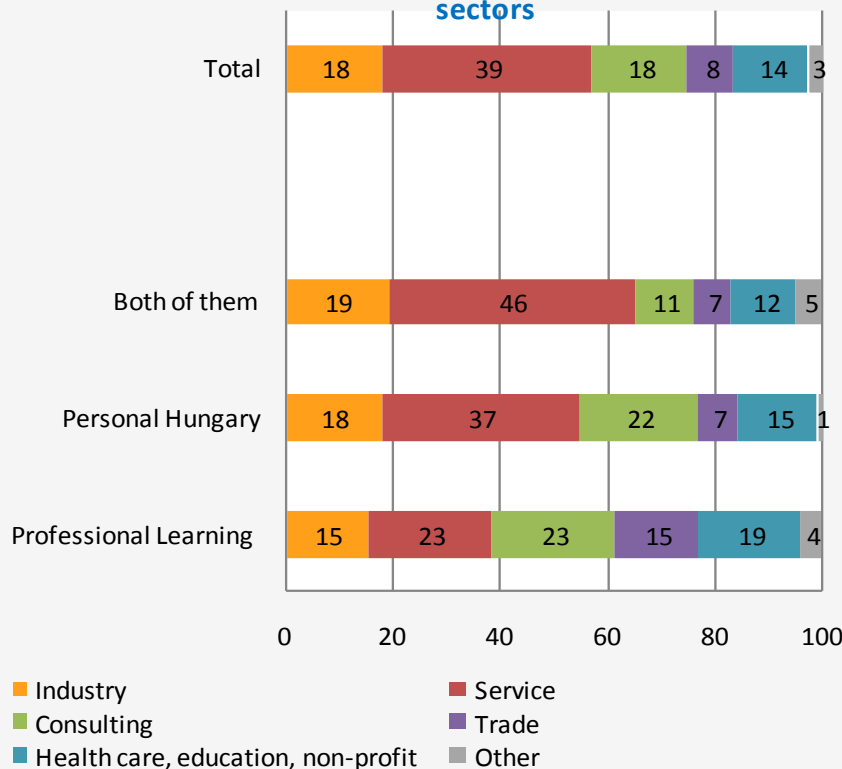


# Company background

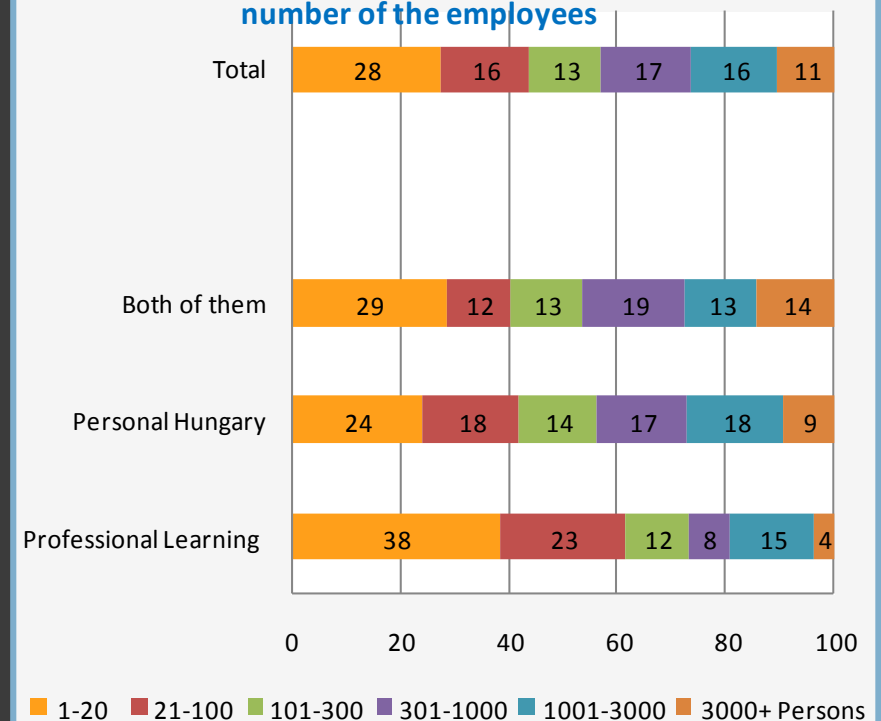
The companies that our visitors represent are of different sizes. Those who come from smaller companies are more interested in Professional Learning and those who come from larger companies are overrepresented among those who are interested in both of them equally.

More than half of the visitors work in the tertiary sector; a number of them come from the consulting field [18%], but education, health care and non-profit sectors are also represented.

Proportion of the visitors according to business sectors



Proportion of the visitors according to the number of the employees

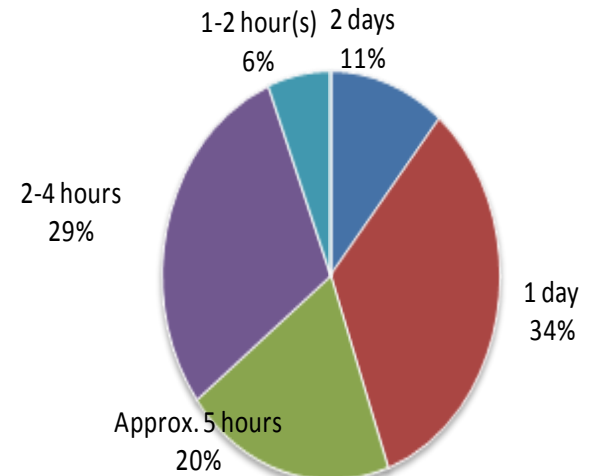


Basis: total visitors [n=217], visitors who were equally interested in both Trade Shows [n=84], visitors who were mainly interested in Personal Hungary [n=107], visitors who were mainly interested in Professional Learning [n=26]

# Attendance

The majority of visitors [34%] spent 1 day at the event. Lots of attendants [29%], stayed 2-4 hours but the proportion of those who were present on both days is not negligible either [11%]. Logically, people who claimed to be interested in the topics of both Trade Shows spent the most of time at the event.

## How much time did you spend (would like to spend) at the Trade Shows?



Basis: total visitors [n=217]

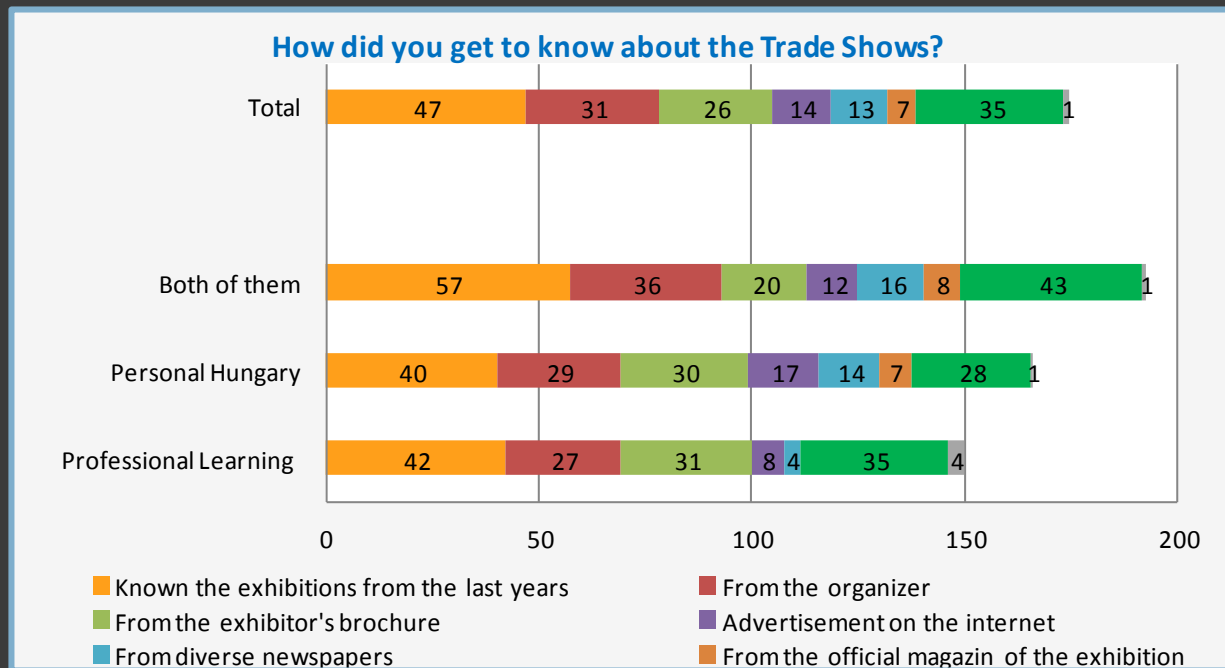
# Information sources

Report on Personal Hungary and Professional Learning Trade Shows | Results of the Research | 15<sup>th</sup> November 2011



# How did you get to know about the event?

Almost half of the participants knew the event from the past years. Besides that, mouth propaganda played an important role, one third of the visitors were informed through recommendations of colleagues/superiors. The proportion of those who were personally invited by one of the exhibitors is also high.



The official Trade Show magazine, **ExpoSpecial** reached approx. 50% of the visitors. Those who evaluated the magazine found that it was informative and well-structured. The detailed program of the lectures captured the attention of most of the readers.

Basis: total visitors [n=217], visitors who were equally interested in both Trade Shows [n=84], visitors who were mainly interested in Personal Hungary [n=107], visitors who were mainly interested in Professional Learning [n=26]

# Fields of interest

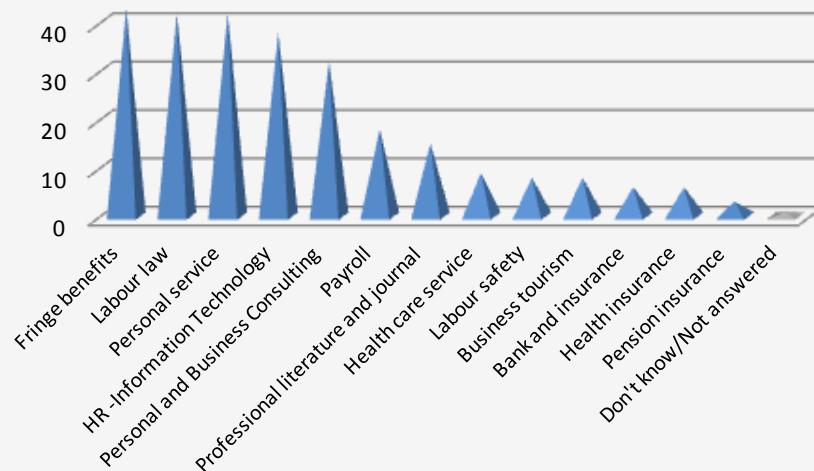
Report on Personal Hungary and Professional Learning Trade Shows | Results of the Research | 15<sup>th</sup> November 2011



# Fields of interest : Personal Hungary

Those who were mainly interested in Personal Hungary wanted to know more about benefits, HR service, labour law, information technology related to HR, and HR consulting. Payroll, health care service, labour safety, professional literature, business tourism, health and pension insurances were also in the centre of interest.

In which service sectors were you mostly interested at Personal Hungary Trade Show?

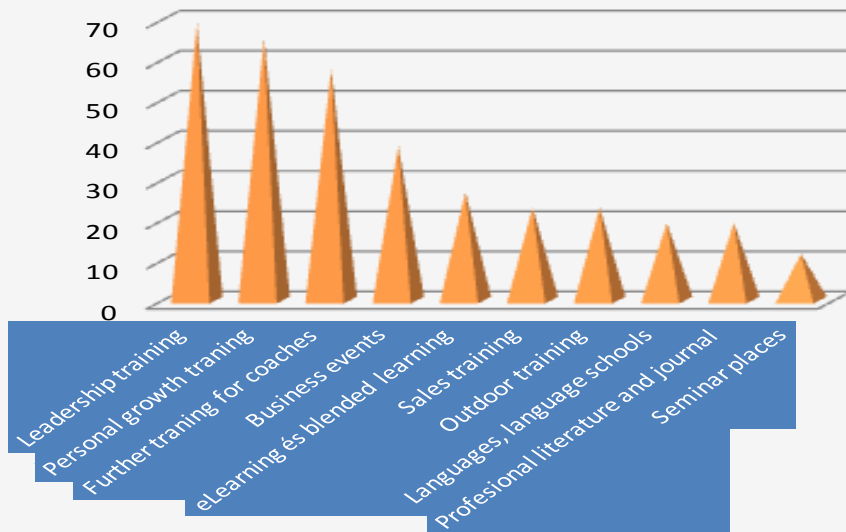


Basis: visitors who were mainly interested in Personal Hungary exhibition [n=107]

# Fields of interest : Professional Learning

Those who visited the events primarily because of Professional Learning Trade Show were interested especially in trainings and further education of coaches. A large number of participants were looking for companies involved in the organisational activities around business meetings and out-of-office trainings.

**In which service sectors were you mostly interested at Professional Learning Trade Show?**

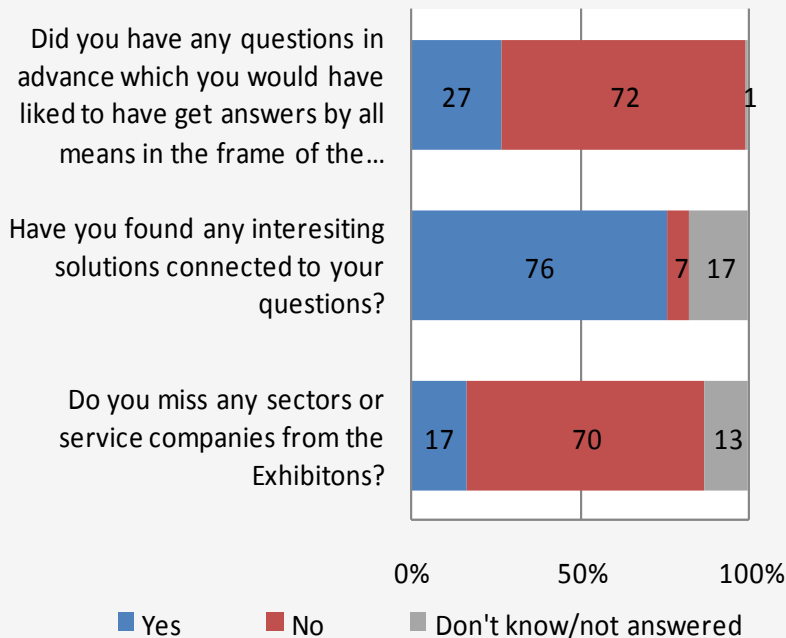


Basis: visitors who were mainly interested in Professional Learning exhibition  
[n=26]

# Former Expectations and their Fulfillment

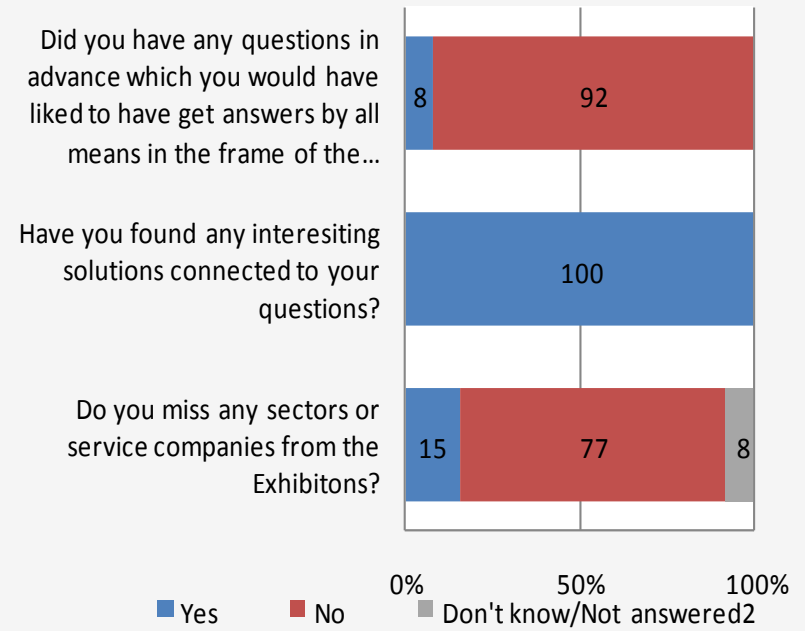
A quarter of those visitors who were mainly interested in Personal Hungary Trade Show came to the event with specific preliminary questions. **In three-quarter of the cases, they considered that the exhibition offered interesting solutions for them.** One out of ten visitors mainly interested in Professional Learning had specific questions in advance and **all of them claimed to have got the answers to them.**

## Those who are mainly interested in Personal Hungary exhibition



Basis: visitors who were mainly interested in Personal Hungary [n=107]

## Those who are mainly interested in Professional Learning exhibition

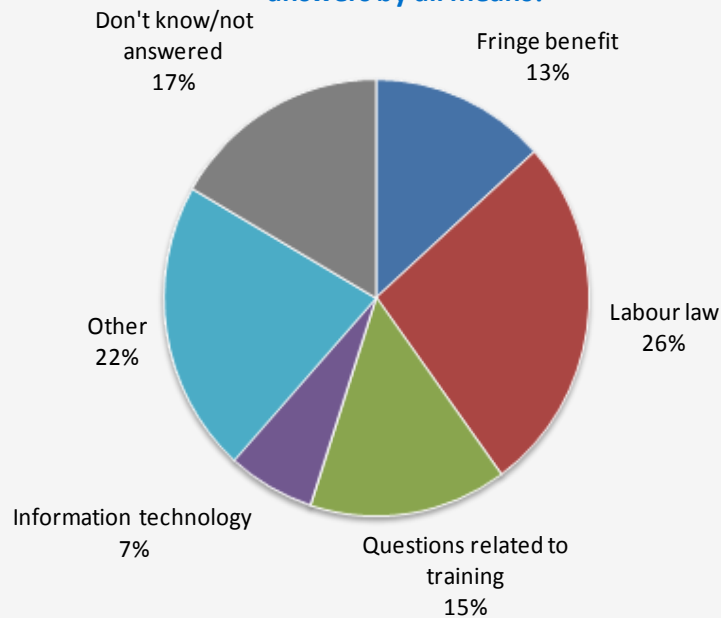


Basis: visitors who were mainly interested in Professional Learning [n=26]

# Preliminary Questions and Expectations

Labour law questions, benefit and compensation issues and IT solutions were the major fields of interest. A further research category 'special interests' has been created including topics such as achievement assessment or the competitiveness of higher education. The preliminary questions are similar to the main interest fields.

**What kind of preliminary question did you have which you would have liked to have get answers by all means?**



Basis: those from the total visitors who had questions in advance [n=58]

# Satisfaction with the events

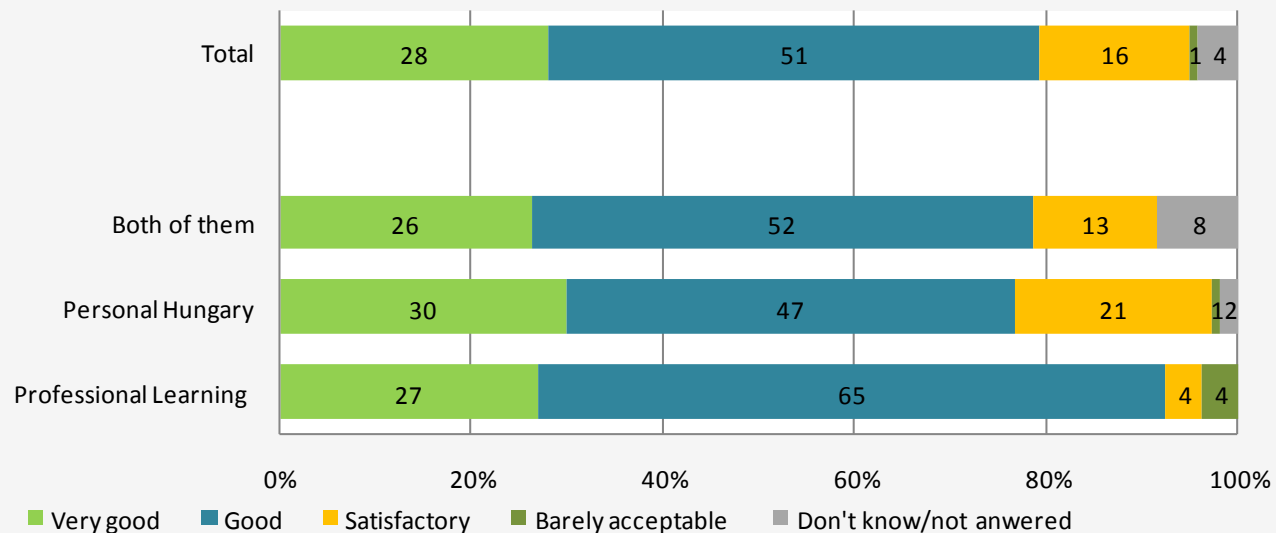


# How would you rate your overall satisfaction with the event?



The majority of the participants [79%] were satisfied with the events. Nobody was totally dissatisfied with any of the Trade Shows.

## How would you rate overall the satisfaction of the Exhibitions?



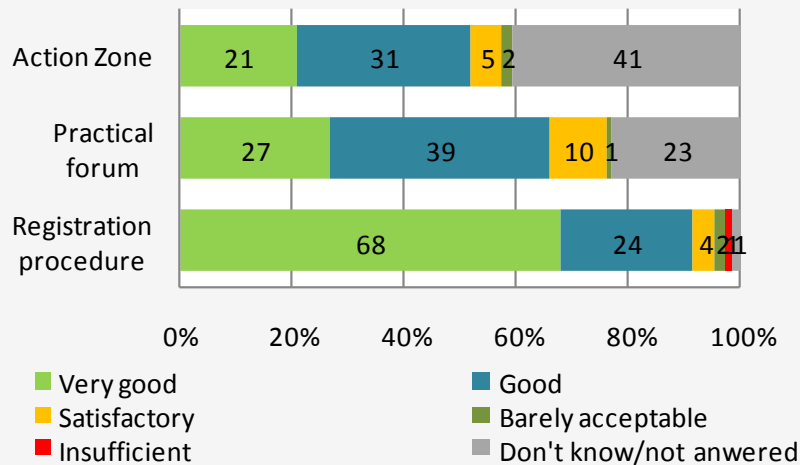
Basis: total visitors [n=217], visitors who were equally interested in both of the Trade Shows [n=84], visitors who were mainly interested in Personal Hungary [n=107], visitors who were mainly interested in Professional Learning [n=26]

# How would you rate your satisfaction with lectures/registration?

Almost everybody was satisfied with the registration procedure, there were no significant divergences among the participants in this respect.

The respondents were satisfied with the area of the Action Zone and Practical forums as well. Approximately one out of ten respondents estimated the practical forums moderately by rating them 'satisfactory'.

### The satisfaction of the units of the exhibitions



Basis: total visitors [n=217]

# Networking

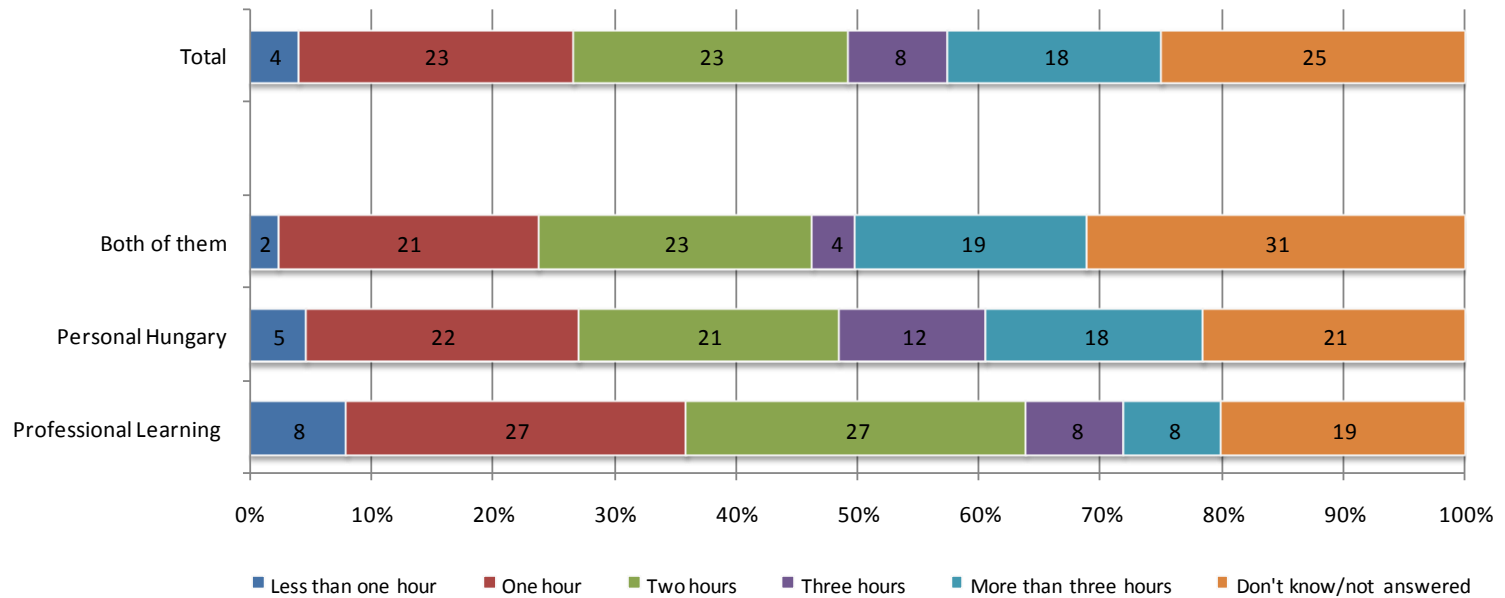
Report on Personal Hungary and Professional Learning  
Trade Shows | Results of the Research | 15<sup>th</sup> November  
2011



# Time spent networking



Most of the participants [46%] intended to spend 1-2 hours with social networking but the proportion of those who intended to spend more than 3 hours is also not negligible.



Basis: total visitors [n=217], visitors who were equally interested in both Trade Shows [n=84], visitors who were mainly interested in Personal Hungary [n=107], visitors who were mainly interested in Professional Learning [n=26]

# Recommendation of the events

## Intention to visit next year



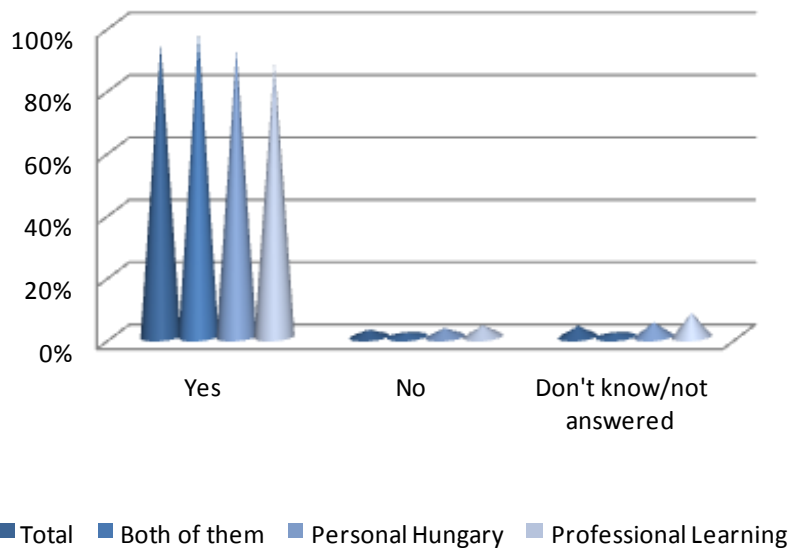
© 2011 Personal Hungary

# Plan to visit the exhibition and recommendation

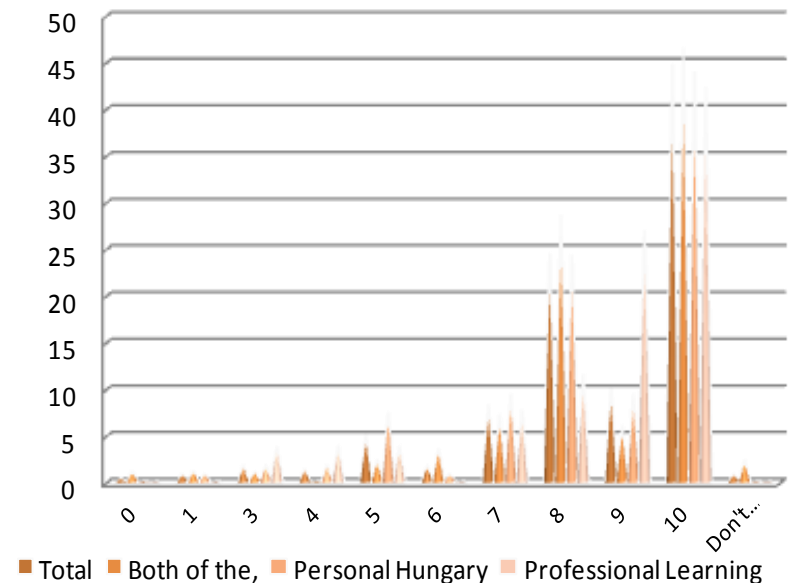
The majority of the respondents plan to visit the event next year, there are no significant differences among the participants: their intention to visit is independent of their interest in one or the other Trade Show, of how much time they spent at the event, of which sector they arrived from and of the position they have.



**Are you planning to visit the Trade Show next year?**



**How probably would you recommend the Trade Show 2012? [0- very unlikely, very likely]**



Basis: total visitors [n=217], visitors who were equally interested in both Trade Shows [n=84], visitors who were mainly interested in Personal Hungary [n=107], visitors who were mainly interested in Professional Learning [n=26]

# How our visitors see us...

Visitors have generally estimated the event to be high-profile, informative and original.



„I have the impression that the Trade Shows are extremely high-quality this year, at least just as much, or maybe even more than 2-3 years ago. I can see quality program at the Practical Forums, well-known faces are holding lectures, it really gives a high added-value to the exhibition.”

**Laura Kerégyártó, HR manager, Trilak Festégyártó Kft.**

„It is an original Trade Show, with, on the one hand intimate spaces especially adapted for networking, and at the same time it is a large open space, where you can get global information between two negotiations. This double-edged feature was the one which really impressed me.”

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

„Today, some changes or trends are really hard to get information about. It is extremely important to have a good social network. This Trade Show is just the ideal platform to extend it, to strengthen the existing network, and to get wide-spectrum information at the booths.”

**Dr. Katalin Dudás, labour lawyer, ex-President of the National Labour and Work Safety Authority**

„I really like this Trade Show. I send here my colleagues with pleasure because I know they come every year to get useful information. The whole Practical Forum is a lot more interactive this year, this is of course a good business development opportunity for exhibitors: the discussions with clients can enrich future strategy with new products, solutions, which are an answer to an existing demand.”

**Katona Gyöngyi, HR Director, Nokia**