

# LEARNTEC



**Europe's #1**  
in digital learning

**6 – 8 May 2025**

**Karlsruhe Trade Fair Centre**

**newWORK  
EVOLUTION**

## Press kit 2025

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Image material and further information for your reporting can be found on our websites at: [www.learntec.com](http://www.learntec.com) and [www.newworkevolution.com](http://www.newworkevolution.com).

## LEARNTEC

FIGURES – DATA – FACTS: <b>32. LEARNTEC 2025</b> .....	3
Press Release: <b>Education sector in change: Rethinking learning with digital solutions and innovations</b> .....	6
Press Release: <b>Corporate learning: How technology makes tuition more efficient</b> .....	8
Press Release: <b>Making universities fit for the future</b> .....	10
Interview with Prof. Dr. Uta Hauck-Thum: <b>For a variety of professional careers and life paths</b> .....	12
Interview with Dr. Kerstin Bäcker: <b>Getting young girls interested in science – and female teachers too</b> .....	14

## NEW WORK EVOLUTION

FIGURES – DATA – FACTS: <b>3. NEW WORK EVOLUTION 2025</b> .....	17
Press Release: <b>NEW WORK on a growth path</b> .....	19
Press Release: <b>Exchange, inspiration and co-creation: new formats at NEW WORK EVOLUTION</b> .....	21

## FIGURES – DATA – FACTS: 32. LEARNTEC 2025

### Key data

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**Year founded:** 1993

**Opening hours:**

Tuesday, May 6, 2025, from 9am - 6pm

Wednesday, May 7, 2025 from 9am - 6pm

Thursday, May 8, 2025 from 9am - 5pm

**Organizer:** Karlsruhe Trade Fair Centre

**Sponsor:** BITKOM - Federal Association for Information Technology, Telecommunications and New Media e. V.

**Patronage:** Federal Ministry of Labor and Social Affairs

**Number of Exhibitors:** Around 350 from 16 countries, including Germany, Austria, France, USA, Great Britain and the Netherlands

### Highlights and programme

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**Special Areas:**

- AR/VR Area
- Start-up Area@Corporate (Hall 2) and Start-up Area@School (dm-arena) with 28 start-ups and International Pavillon start-ups (Hall 2) with 5 start-ups
- AR/VR-Stage (Hall 2), Main Stage (Hall 2), Start-up Stage (Hall 2), Exhibitor Stage (Hall 1), Focus Stage (Hall 1), Forum school@LEARNTEC (dm-arena), Lernecke (dm-arena)
- Future Lab (Hall 2)

**Award ceremonies:**

- **e-Learning Award by Siepmann Media/eLearning Journal** on Tuesday, May 6, 2025, at midday, Main Stage (Hall 2)
- **delina 2025** on Wednesday, May 7, 2025, at 2pm, Main Stage (Hall 2)
- **Immersive Learning Award** of the Immersive Learning Institute/Torsten Fell on Wednesday, May 7, 2025, at 5pm, AR/VR-Stage (Hall 2)
- **German Distance Learning Award** of the Federal Association of Distance Learning Providers e.V. on Thursday, May 8, 2025, at 11am, Main Stage (Hall 2)

**Accompanying events / parallel events / other dates:**

- **Conference of the Association of Cities and Towns** on May 6, 2025, in the Lernecke
- **Headmasters' Day** on May 6, 2025, in the school@LEARNTEC forum: Lecture programme for principals curated by Micha Pallesche
- **School boards' day** on May 6, 2025, in the forum school@LEARNTEC: Lecture programme for school authorities in the forum school@LEARNTEC curated by Micha Pallesche
- **Media Competence Day of the City Media Center Karlsruhe** on May 8, 2025, in the forum school@LEARNTEC
- **SME programme** on May 8, 2025, on the Focus Stage from 10am-12.30pm.
- **GAMES@LEARNTEC** on May 08, 2025, on the Focus Stage from 1-5pm.
- **Early childhood education and school** on May 8, 2025, in the Lernecke in the dm-arena from 2-5pm.

**Networking Event:**

LEARNTEC After-Work & Meet Event (May 6, 2025, at 6 pm in the atrium)

**Keynote speaker in the Convention Programme:**

- Prof. Dr. Jan Peters, TU Darmstadt + DFKI: „Learning for Robots: From Biomimetic Inspiration to Intelligent Technical Systems and Back!“ (May 6, 2025, at 9.30 am, Conference Room)
- Dr. Philippa Hardman: „AI & Digital Learning: Past Experiments, Present Impact & Future Possibilities“ (May 6, 2025, at 1.30 pm, Main Stage (Hall 2))

- Dr. Birgit Stelzer, Universität Ulm: „Future Skill ‘Innovation in Teams’“ (May 7, 2025, at 9.30 am, Conference Room)
- Prof. Dr. Martin Korte, TU Braunschweig: „Learning, remembering and forgetting with digital media“ (May 8, 2025, at 9.30 am, Conference Room)

**Guided Tours:**

- **E-Learning for beginners:** daily from 9.45-10.30am.
- **Digitalization of school education:** Tuesday, May 6 and Thursday, May 8, 2025, from 1.15-2.30pm.
- **Digitalization of university teaching:** Wednesday, May 7 from 1-2.15pm.
- **Digitalization of vocational training:** daily from 11.15am-12.30pm.
- **Augmented and Virtual Reality:** daily from 1-2pm.

Participation in the guided tours is free of charge. However, you must register and log in to our app to take part.

## Education sector in change: Rethinking learning with digital solutions and innovations

**LEARNTEC 2025 presents modern technologies, new learning environments and also addresses the topic of educational equity**

*Karlsruhe, 24.04.2025.* As part of **LEARNTEC**, which will take place **at Messe Karlsruhe from May 6 to 8, 2025**, numerous companies will present their product innovations and premieres in the school sector in the dm-arena. The diverse range of exhibitors will be complemented by two guided tours on the "Digitalization of school education" as well as workshops and specialist presentations in the school@LEARNTEC forum and in the Maker's Area, where education experts will provide valuable impetus and offer a practical exchange of ideas. Key topics at this year's most important trade fair and congress for digital education include **artificial intelligence (AI) and intelligent learning systems** as well as **new learning environments and immersive learning**. Another focus will be on the topic of **educational equality**. "We are at a decisive turning point in education," says Micha Pallesche, member of the LEARNTEC congress committee, and continues: "If we want to rethink education, we not only need digital tools, but above all a new common understanding of learning, relationships and the future."

### Education with vision for contemporary teaching

The topic of educational equality is reflected at LEARNTEC, for example, in modern concepts of STEM education. Early and inclusive STEM promotion not only includes practice-oriented approaches such as experiments or maker spaces, but also the specific empowerment of girls, as women are still underrepresented in STEM professions. While CampuStore GmbH (T10) will be presenting its new LEGO Education science series developed for school lessons at LEARNTEC, which conveys scientific investigations in a clear and everyday way, Dr. Veronica Oelsner will be speaking on "STEM goes digital - discovering and researching with digital media" (May 8, 2:50 p.m.) in **the series of lectures on early childhood education, which will take place for the first time at LEARNTEC on Thursday afternoon, May 8**. With a view to the targeted promotion of girls, Prof. Dr. Uta Hauck-Thum will present the MINT Cluster Munich in her lecture "The transformative power of STEM education - Minti" (May 6, 10 a.m.), which is committed to getting girls of primary school age interested in STEM subjects and promoting talent. On Thursday, Dr. Kerstin Bäcker will talk about "Inspiring Girls" (10 a.m.), a non-profit association that campaigns for equal rights in career guidance.

In addition, the targeted promotion of young people's well-being and personal development also contributes to the issue of educational equality. In line with this, soulmates GmbH (P40) will be presenting its first digital mental health offer

for young people. Clemens Beisel will talk about young people online, media addiction and cyberbullying in his presentation on "Soft skills of media competence: accompanying the digital world of children and young people" (May 6, 2 p.m.), while Oliver Wiening will teach participants how to use digital technologies consciously and mindfully to bring more balance into their everyday school life in his workshop "Mindfulness in the digital workplace - tools & techniques for more balance in everyday school life" (May 7, 10 a.m.). Micha Pallesche also says: "Educational equity doesn't just mean giving every child a tablet, it also means creating systems that see diversity as a strength and specifically promote resilience, personality and well-being."

### **Individually designed educational experiences**

AI and intelligent learning systems enable targeted adaptation of learning content, self-paced learning, real-time feedback and the documentation of individual learning progress - and thus create the basis for greater learning success. Individually designed educational experiences are also a topic at this year's LEARNTEC: Betterknow GmbH (T10), for example, is presenting intelligent, data-secure learning systems, while Ernst Klett Verlag (U25) is presenting AI-based products such as Lautlesetutor, a tool for training reading fluency. Visitors to the school@LEARNTEC forum will also be able to find out more in the presentations "AI as a learning coach" by Andy Lüdemann (May 7, 12 noon) or "Innovative AI approaches to promoting reading skills in elementary school: research meets technology and practice" by Prof. Dr. Gerhard Lauer, Daniel Iglesias, Theresa Weber and Marco Bütterich (May 6, 2 p.m.).

### **Augmented und Virtual Reality: Experience learning in a new way**

Interactive or realistic learning environments make complex content clearer and more accessible. They promote differentiated learning by supporting individual learning paths and reducing barriers such as language or comprehension problems. This makes the understanding of abstract contexts more tangible and easier to comprehend through direct experience. No Isolation GmbH (T1) will be demonstrating its AV1 telepresence robots, which not only enable schoolchildren who are absent for long periods due to serious illnesses, for example, to learn together and integrate socially, but also help them to reintegrate into everyday school life. AR/VR and immersive learning will also be the subject of numerous presentations, such as Veith Rühling's "Augmented reality applications for teaching" (May 8, 2:30 pm) and Sina Dopmann and Stella Saric's "Escape the Ordinary - Are you still playing or are you already learning?" (May 6, 10 a.m.).

## **Corporate learning: How technology makes tuition more efficient**

### **LEARNTEC 2025: Trade fair premieres all about artificial intelligence, gamification and learning analytics**

**Karlsruhe, 11 April 2025.** At LEARNTEC, from May 6 to 8, 2025 at Messe Karlsruhe, exhibitors from all over the world will be presenting their solutions for modern education technology. One of the major topics of the most important trade fair and convention for digital education is how the effectiveness of professional development can be increased – by personalizing it, populating it with playful elements and thus inspiring the motivation of employees.

In Halls 1 and 2, the focus is on vocational education and training. In addition to numerous exhibitor product debuts, central points of contact include the Future Lab, which offers a glimpse into the future of education, the AR/VR Area, which is dedicated to immersive learning experiences with exhibitors and workshops, the Main Stage with keynotes and panels, and the Focus Stage with various topic slots ranging from SMEs to digital education at universities.

E-Learning expert Sünne Eichler from the LEARNTEC convention committee, says: “AI is currently the dominant innovation in learning technologies. This is keeping both providers and users busy. How can AI change the creation of learning opportunities and learning environments for the better, for example by making them more efficient or learner-focused? The example of learning companions illustrates this particularly well: learners can interact individually with their personal chatbot – but, at the same time, learning support from humans is also important. And that is perhaps the important message: AI is a great assistant for creating space for personal support.”

### **Gamification: Don't forget the fun factor**

The fact that learning has a more lasting effect when achieved through play applies not only to pupils, but also in a professional context. Exhibitor Business Escape Games (Hall 1, E58) will be presenting its new product for the first time at LEARNTEC, a retro game that is currently still in development and designed for use in recruitment. The company from Lower Saxony has been a visitor to LEARNTEC for two years and exhibiting since 2023. “Humanoid robots, artificial intelligence and gamification are becoming more important every year and we believe the trend will accelerate and continue to grow in the coming years,” says Tim Heitmann, CEO of Business Escape Games. A special programme on the Focus Stage on Thursday afternoon will provide an overview of gamification.



### **Expertise in data protection, AI and compliance**

New technologies in companies also bring with them legal challenges – a topic to which exhibitor Lawpilots (Hall 1, G53) has dedicated itself. The company offers e-learning courses on occupational health and safety, data protection and IT security. At LEARNTEC, Lawpilots will be premiering a self-assessment solution for AI skills, which employees can use to measure and improve their AI skills.

### **Individual learning through AI and learning analytics**

EdTech provider Pinktum, Micromate and SmartEduAi, among others, will be presenting the wide range of possible applications offered by artificial intelligence. Pinktum (Hall 1, E55) will be showcasing its first AI coach for human skills, PinkPro. The Swiss company Micromate (Hall 2, J47) is featuring an intelligent learning assistant including a chatbot-based skills gap analysis. Users can utilize the chat to find out which learning content best suits their needs. The goal: learning paths that are personalized and ultimately lead to measurable learning success. At the SmartEduAI stand (Hall 2, I52), trade visitors will be able to find out about the opportunities for individual learning with AI - topics include adaptive and individual learning, targeted data analysis to monitor success and AI chatbots to answer learners' questions directly. Co-founder Stefan Licht says: "LEARNTEC offers SmartEduAi GmbH the ideal platform to present our innovative educational technologies and interact with experts. The use of AI in digital education enables individualized learning concepts and thus creates more educational equity and efficient learning."

## **Making universities fit for the future**

### **LEARNTEC 2025: How universities are positioned in the digital age – university@LEARNTEC forum provides best practices**

Karlsruhe, 16.04.2025. From hybrid formats to enriched face-to-face teaching: the Digitalization 360° monitor of the Hochschulforum Digitalisierung for the winter semester 23/24 showed that face-to-face teaching is still predominant, but that digital technologies are being used extensively in enriched face-to-face teaching. According to the report, almost all universities have a digitalization strategy for studying and teaching. From the students' point of view, there is still room for improvement in the areas of AI and digital literacy, according to the monitor. At LEARNTEC, the central trade fair and convention for digital education in schools, universities and the workplace, from 6 to 8 May 2025 in Karlsruhe, universities from all over Germany will be presenting their best practices in the field of digitalization. Exhibitors from all over the world will be inviting trade visitors to find out about the relevant solutions and tools at their stands.

### **Artificial intelligence as a driver of digitalization**

Prof. Dr. Peter A. Henning, member of the LEARNTEC Congress Committee and responsible for higher education: "After many universities took major steps towards more technology-supported teaching during the pandemic, the topic fell somewhat out of focus afterwards. However, advances in artificial intelligence have given it a real boost again. At LEARNTEC this year, we are presenting a large number of projects and initiatives that deal with AI in university teaching."

At the university@LEARNTEC forum on **7 May** on the **Focus Stage (Hall 1)**, 17 lectures and panels with more than 30 experts will shed light on the digitalization of university teaching from various perspectives - from studies and research work to the practical use of modern technologies. Artificial intelligence is the dominant topic and is also the focus of the presentation by Prof. Dr. Sandra Niedermeier from the University of Applied Sciences Kempten. Under the title "AI meets vhb in the 'New Work' course - preparing students for the working world of tomorrow and conducting AI-based employee appraisals", Niedermeier will present how students can use AI avatars to learn realistic skills for their future careers (11 a.m.). Jana Knecht, Elisabeth Lampart and Maximilian Spehn will explain how the use of AI can be legally compliant in their presentation "bwDigiRecht - Rechtliche Rahmenbedingungen für KI in der Hochschullehre" on the current legal framework for the use of AI at universities and the European AI Regulation (2 p.m.).

Marina Friedrich-Schieback from the University of Mannheim will report on "GeR gamified: Development of a learning game for a cross-course foundation course" (10.30 a.m.). As part of the InnoMA project, a digital learning game was

developed at the University of Mannheim for a course in accounting, which is already being used successfully in teaching.

Modern technologies are also enabling new forms of research work in the field of science and technology. Prof. Dr. Regina Reul from the Wilhelm Büchner University of Applied Sciences in the Department of Energy, Environmental and Process Engineering will provide information on “Virtual laboratories in technical degree courses: Opportunities and Challenges” (4 p.m.).

### **International IT expertise for universities**

eXaminer, a startup from Switzerland, will also be addressing the topic of AI (Hall2, J47). The company will be presenting its digital examination software of the same name. The platform enables formative and summative tests that can be automatically corrected and assessed with the help of AI.

At stand I28 in hall 2, VIL combines AI with virtual reality: with the appropriate hardware and software equipment, universities can enrich their teaching with immersive learning experiences, from technical virtual courses and scientific VR worlds to philosophy.

The Italian company EasyStaff is on board at LEARNTEC for the first time and will be tackling the mammoth task of university management at stand N26 in hall 2. Its software suite supports universities in the administration, planning and optimization of teaching activities.

Stefanie Ruf, Senior Project Manager and Product Owner of LEARNTEC, says: “The higher education landscape is developing rapidly, with traditional universities standing alongside distance learning universities and virtual universities. Together, they are all advancing the digitalization of the world of higher education - and LEARNTEC is their platform for exchanging opportunities and experiences and learning from each other. We are delighted to have strong partners at our side with the Baden-Württemberg Digitalization University Network and the Virtual University of Bavaria, whose programme also reflects the latest developments in digital higher education.”

## **For a variety of professional careers and life paths**

### **LEARNTEC 2025: Interview with Dr. Kerstin Bäcker on Inspiring Girls - Female Empowerment through Role Models**

*Karlsruhe, 24.04.2025. #werdewasduwillst - under this hashtag, the non-profit organization Inspiring Girls brings girls aged 10 to 16 together with inspiring women from a wide range of professions, opening up new perspectives for them that go beyond clichés. In an interview with Dr. Kerstin Bäcker, project manager at Inspiring Girls, we talked about role models and diversity, and why it is about time to overcome gender boundaries in career guidance.*

**What motivated you personally to get involved with Inspiring Girls Deutschland e.V. alongside your work as a lawyer and partner in a boutique law firm for copyright and media law?**

**Dr. Kerstin Bäcker:** Strengthening the position of girls and women in our society has been on my mind for many years. There are far too few female voices in the legal profession and in media companies, especially at decision-making and management level. When I heard about the work of Inspiring Girls, I thought it was a really great initiative because it starts very early and in a very practical way to show young girls that they can achieve anything and can - and should - find their place even in heavily male-dominated fields.

**What long-term impact do you hope the work of Inspiring Girls in Germany will have?**

**Dr. Kerstin Bäcker:** The special feature of Inspiring Girls is that we go into schools to talk to female role models in person to encourage 10 to 16-year-old girls that anything can be open to them professionally, that paths do not have to be straightforward and that they should never be discouraged. Inspiring Girls is therefore intended to encourage young girls to believe in themselves and stand up for their independence and autonomy throughout their lives and careers. Our hashtag #bewhatyouwant speaks for itself. We want to reach as many girls as possible with this message and thus penetrate society bit by bit.

**What obstacles or prejudices do girls still face today when they are interested in a career in mathematics, computer science, natural sciences or technology?**

**Dr. Kerstin Bäcker:** Although girls are no longer a rarity in these professions, they unfortunately still encounter reservations that they are not up to the challenges in strongly male-dominated fields. This is due to a lack of positive examples and experiences and is therefore more common than in professions in which women are already more strongly represented, such as doctors.

**How does the association succeed in actively challenging and breaking down clichés about “typically male” or “typically female” professions?**

**Dr. Kerstin Bäcker:** The idea is to break down stereotypes by showing girls that women can also be successful in male-dominated professions. Female role models prove to girls that fearlessness, courage and perseverance pay off and that all professions are open to them. We encourage them to believe in themselves and to aim high.

**You are committed to a society in which girls and women are equal and courageous players - how far along this path do you think we are?**

**Dr. Kerstin Bäcker:** Unfortunately, there is still a long way to go - as the current composition of elected representatives in the German Bundestag, for example, clearly shows, which does not represent the proportion of women in society: Only 32.4% are women - the proportion of women has actually fallen by 2.3 percentage points compared to 2021.

**What would have to change in our education system to enable real equality in career guidance?**

**Dr. Kerstin Bäcker:** A fundamental step in the education system in general would be to ensure sufficient and comprehensive childcare so that women can work full-time if they wish and do not fall into the part-time trap due to a lack of sufficient and financially viable childcare options.

There should also be greater systematic integration of gender-sensitive career guidance from middle school onwards: Teachers should be sensitized to gender-specific stereotypes and receive further training in order to actively address and dismantle these in the classroom. In addition, the development and use of teaching materials that question role models and show diverse job profiles beyond traditional gender classifications could be promoted. Finally, mandatory internships in different professional fields would be helpful to give students an insight into non-gender-stereotypical professions.

With our work at Inspiring Girls Deutschland e. V., we are setting strong and sustainable accents to broaden the professional horizons of girls (and boys).

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At LEARNTEC, Dr. Kerstin Bäcker will also be giving a presentation on this topic entitled “Presenting Inspiring Girls” (May 8, 10 a.m.).

## **Getting young girls interested in science – and female teachers too**

### **LEARNTEC 2025: Interview with Prof. Dr. Uta Hauck-Thum on Minti, the MINT Cluster Munich, and female empowerment at elementary school**

*Female mathematicians, engineers, computer scientists, physicists, electronics technicians - women are still underrepresented in STEM professions. However, the opposite is true for primary school teaching. In an interview with Prof. Dr. Uta Hauck-Thum, Professor of Primary School Education and Didactics at Ludwig-Maximilians-Universität München, we talked about Minti, the STEM cluster launched in Munich in 2024, which is not only committed to discovering and promoting STEM talents in young girls, but also to raising awareness of STEM topics among prospective female teachers.*

#### **What motivated you to get involved in the “Minti” STEM cluster and what excites you personally about the idea and the topic of female empowerment in elementary school?**

**Prof. Dr. Uta Hauck-Thum:** One thing that concerns me is the fact that girls and boys of primary school age show a similar interest in STEM subjects, but that this interest decreases significantly for girls over the years, while it increases for boys. As a result, girls and certain ethnic groups, regardless of gender, show less interest from secondary school onwards, especially in the areas of mathematics, computer science and technology. The situation on the labor market is also developing accordingly. Germany is currently not sufficiently successful in providing all young people, regardless of gender, origin and educational background, with educational opportunities that help to increase interest, participation and performance in STEM subjects.

Secondly, my more than 90 percent female elementary school teaching students are not necessarily role models in the STEM field. They are trained at a very low level across the board in STEM subjects, which has an impact on the design of lessons in these subjects.

We want to tackle this. The MINT cluster Minti – Female Empowerment Primary School ([www.minti-cluster.com](http://www.minti-cluster.com)), which is funded by the Federal Ministry of Education and Research (BMBF), aims to design and implement transformative teaching and learning settings in order to get girls in particular interested in STEM subjects at elementary school and to raise and strengthen awareness of their central importance as role models in the STEM field among the predominantly male students during their studies.

#### **How important is networking with extracurricular STEM actors and stakeholders and what role do parents and schools play in the overall**

**concept, i.e. how can they contribute to the implementation and visibility of STEM offerings?**

**Prof. Dr. Uta Hauck-Thum:** Extracurricular labs and makerspaces already offer a wide range of STEM education programs that are explicitly aimed at children and their parents. However, these are mostly selective and are rarely used, especially by parents with a low level of education. The sustainable networking of extracurricular learning venues with schools can help to involve parents who are educationally disadvantaged more closely in the structure of offers. Parents are important companions for their children on their path into professional life. However, not all parents have the same resources to optimally support their children. This is why there is a need for services that help to sensitize parents to the importance of supporting girls and boys in their learning development, especially in the STEM fields.

The Minti-Cluster addresses educationally disadvantaged children via so-called Minti-Clubs at schools but also offers extracurricular activities for children and parents that can be attended together. Schools enter into sustainable educational partnerships with extracurricular places of learning and open up together in order to provide children and parents with the best possible support on their educational path.

**What challenges do you face in raising awareness of STEM subjects among female students - and how can these be overcome? Do you think there needs to be a rethink in teacher training? If so, what should this look like in concrete terms?**

**Prof. Dr. Uta Hauck-Thum:** What I observe in some female students is the phenomenon of “math anxiety”, which also manifests itself in the fields of computer science and physics. Math anxiety manifests itself in discomfort and nervousness when thinking about or doing math. Fear of teaching the subject can also develop. This has a negative impact on the design of lessons, as the study by Anne Frenzel et al. from 2016 showed. Affected individuals are observed to have highly structured and less cognitively demanding lessons. In addition, there is a high proportion of frontal teaching phases with little communicative participation. This style of teaching has a negative impact on the acquisition of skills, particularly in girls during their primary school years.

In my opinion, students should therefore be allowed to have more experiences during their teacher training that have a positive impact on their own attitudes towards STEM subjects. This also includes designing stimulating teaching and learning processes in cooperation with extracurricular learning partners that encourage exploration and discovery. As a result, young and old develop an open attitude towards technical developments and openness to technology



through self-determination experiences and acquire the skills they need to meet current and future challenges creatively and critically.

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At LEARNTEC, Prof. Dr. Uta Hauck-Thum will also be giving several presentations on this topic - including on May 6 at 10 a.m. on “The transformative power of STEM education - Minti” and on May 8 at 11:30 a.m. on “Shaping school transformation together”.



## FIGURES – DATA – FACTS: 3. NEW WORK EVOLUTION 2025

**Year founded:** 2023

**Opening Hours:**

Tuesday, May 6, 2025 from 9 am - 6 pm

Wednesday, May 7, 2025 from 9 am - 6 pm

Thursday, May 8, 2025 from 9 am - 5 pm

**Organizer:** Karlsruhe Trade Fair Centre

**Number of exhibitors:** 52 from 6 nations: Germany, Switzerland, Denmark, the Netherlands, Czech Republic and Great Britain

**Special areas and formats:**

- **Innovation Lab:** In addition to the exhibition and a top-class stage programme, this special area impressively demonstrates what working in the future could look like. Covering approximately 1,000 sqm, around 25 companies will present their inspirational products and services in realistic themed settings.
- **Community Area:** Institutions can use the Community Area to invite their contacts and prospective clients. The Bundesverband Vereinbarkeit and the Bundesverband New Work will be in attendance.
- **Podcast Area:** Podcasters such as Markus Vöth, Jule Jankowski and Michael Trautmann will be on site in the podcast area.
- **Workshop Area:** The workshop area offers a varied daily programme and is a place for the sharing of knowledge and fresh ideas, from mental health to Artificial Intelligence. Partners are Persolog, Adacor and Kreissparkasse Böblingen.
- **Relaxation sessions “Energize to harmonize”:** 20-minute daily sessions at 11 am, 2 pm and 3.30 pm in the atrium. Registration via the app (number of participants is limited to 20 per session)

**Networking Event:**

After-Work & Meet Event (May 6, 2025, at 6 pm in the atrium)

### **Selected Keynotes:**

- „Führung braucht Haltung – und Haltung braucht Sichtbarkeit“ – Lecture by Christina Richter (Tuesday, May 6, 2025, at 11 am)
- „Mental Health als Wirtschaftsfaktor: Erfolgsbeispiele aus der Praxis“ – Lecture by Dr. Eva Elisa Schneider (Tuesday, May 6, 2025, at 11.30 am)
- „Corporate Influencing“ – Lecture by Jürgen Schmitt (Tuesday, May 6, 2025, at 12.30 pm)
- „Über Gründungen und Höhle der Löwen: Learnings aus einem bewegten Unternehmen“ – Interview with Dr. Georg Kofler (Tuesday, May 6, 2025, at 3.30 pm)
- „Familienunternehmen: Zwischen Tradition & Innovation“ – Panel with Isabel Grupp and Christoph Werner (Tuesday, May 6, 2025, at 4 pm)
- „Wir gegen uns – Warum Unternehmen ohne Zugehörigkeit sterben“ – Lecture by Isabel Gebien (Wednesday, May 7, 2025, at 10 am)
- „OTWTNW x Unboxing New Work“ – Live-Podcast with Michael Trautmann, David Hillmer and Lia Grünhage (Thursday, May 8, 2025, at 12.30 pm)
- „Kein New Work ohne Social Responsibility“ – Panel with Carolin Stüdemann and Ivonne Wenzel (Thursday, May 8, 2025, at 2 pm)

### **Guided Tours:**

- „NEW WORK EVOLUTION – Die Future Office Tour“ with Martina Rahmfeld (Tuesday, May 6, and Wednesday, May 7, at 10 am and 1 pm; Thursday, May 8, at 10 am)
- „Guided Tour“ with Karsten Franz (Wednesday, May 7, at 11.30 am and 2.30 pm)

Capacity is limited to 30 people at a time – registration via the app.

## NEW WORK on a growth path

### World of experience for new work NEW WORK EVOLUTION – May 6 to 8, 2025

Karlsruhe, 31.03.2025. In the TÜV Continuing Education Study 2024, almost half of the companies surveyed stated that adapting to digitalization and New Work is having a massive impact on their companies, with more than a third considering new agile working methods to be a decisive factor. NEW WORK EVOLUTION itself is the best example of how relevant new ways of working have become for many companies: launched in 2022 as a special show at the LEARNTEC trade fair for digital education, it has been an independent trade fair since 2023 with continuous growth in exhibition space and numerous new formats. The exhibitors and partners at NEW WORK EVOLUTION from May 6 to 8 in Karlsruhe will be demonstrating the breadth of the topic.

Around 60 exhibitors and partners as well as more than 80 speakers and podcasters await trade visitors on the four stages in Hall 3. The trade fair and world of experience will focus on the four key themes of People & Culture, DE&I, Technology and Offices.

**People & Culture:** YourCoaches will be presenting their new management program KOMPASS for the first time at NEW WORK EVOLUTION and inviting participants to a workshop on personality-oriented team development. Perspektur will be presenting its Change Management Playbook and providing information on multiplier training and intercultural change management. Emendare has another trade fair premiere up its sleeve: its modular micro-training is an approach for individually supporting companies on their way to becoming adaptive organizations. The specialist publisher Franz Vahlen will be presenting new products from its editorial team and inspiring specialist literature on New Work, agility and leadership.

Stratos is one of the companies in the **Technology** category. Its software solution guides companies through decision-making processes in a structured manner and makes New Work methods accessible to traditional companies. Probonio supports the management of employee benefits with its app - whether benefits in kind, meal allowances, mobility budgets and other tax-free offers for employees. Exhibitor Zgoll presents a mixed reality app that bundles existing software applications in buildings, such as room booking, workplace booking and building control, into a single user interface and displays them where they are needed using mixed reality. Adacor's trade fair appearance will focus on artificial intelligence in the HR sector.

**DE&I:** Berufundfamilie advises and informs about audits on diversity and family-friendly offers at work and university. Kreissparkasse Böblingen offers a look

into practice - and presents in workshops how New Work, diversity and mental health are implemented at regional savings banks.

The **Office** theme block focuses on planning offices and furniture manufacturers. The **raum rebellen** focus on sustainable and flexible room concepts. Future Office will be providing information about its Active Office solutions, which are designed to encourage more movement in the office. With its "Workspace Performance Insights", Wow tomorrow makes the quality of offices measurable and shows how well the respective office supports employees in their work.

### **"Change and empowerment"**

Lily Kruse, Future Founder of exhibitor HYBEAM, a provider of mixed reality solutions for hybrid workshops, says: "For me, NWE is an event all about change and empowerment. I always leave the trade fair feeling incredibly empowered, as I've been given new perspectives and tools that I want to implement straight away!" Project Manager Stefanie Ruf: "At NEW WORK EVOLUTION, the boundaries between exhibitors and visitors are blurred - and that's how it should be! Because NWE is a meeting place for like-minded people to exchange ideas. People are convinced of the potential of new forms of work and want to gain inspiration for their own individual challenges here with us."

NEW WORK EVOLUTION takes place alongside the LEARNTEC trade fair for digital education; tickets are valid for both events.

## **Exchange, inspiration and co-creation: new formats at NEW WORK EVOLUTION**

**The trade fair for the modern working world– 6.-8. Mai 2025, Karlsruhe  
Trade Fair Center**

Karlsruhe, 23.04.2025. The third edition of the trade fair and world of experience NEW WORK EVOLUTION will be launched on May 6, 2025 with a number of new features. In keeping with the theme, four new formats and areas will promote exchange, inspiration and co-creation. In addition to a podcast program, including with host Michael Trautmann from On The Way To New Work, there will be a workshop area for the first time as well as a community area where interest groups such as the Bundesverband Vereinbarkeit will be presenting themselves and inviting people to network.

The three-day event is aimed at managing directors, HR managers, transformation officers, architects and New Work planning offices, among others, and addresses all facets of new work: DE&I, People&Culture, Technology and Office.

### **Podcast Stage: From Michael Trautmann to Jule Jankowski**

For the first time, more than ten podcast formats covering new ways of working, reconciliation, new learning and corporate influencing will be recording their issues in front of a live audience in Karlsruhe. The Podcast Stage powered by captureme will open the “Mittelstand digital” format on the first day of the trade fair. Highlights on site include Michael Trautmann from OTWTNW, the two brand.eins podcasters Jule Jankowski (Good Work) and Isabel Gebien as well as Johanna Fink with “Teilzeit Talente”.

With a three-day workshop program, NEW WORK EVOLUTION is also offering its trade visitors the opportunity to deal intensively and practically with new working environments and the associated challenges for the first time. Persolog will kick off the program on May 6: topics include mental health and resilience for managers - as well as methodical information on how employees can be won over to change. The second workshop day, organized by Adacor, will shed light on the technological side of New Work, from process automation to artificial intelligence for HR and knowledge management. Kiki Radicke, Head of People & Culture at Adacor: “For me, New Work means making work meaningful, effective and people-centered - especially in a digital world. Artificial intelligence opens up completely new scope here: it expands the possibilities of employees, relieves them of routines and creates space for creativity, innovation and genuine collaboration.” On the third day of the workshop, Kreissparkasse Böblingen will share what it has learned from modern working culture at regional

savings banks - ranging from the transformation journey of Sparkasse Pforzheim-Calw to agility and design thinking.

### **Community meet-ups on compatibility, new work and corporate influencing**

In the new Community Area, initiatives and associations invite their networks to exchange ideas on current challenges in corporate culture, HR and organizational development. Among others, the Bundesverband Vereinbarkeit (May 7, 2 p.m. and May 8, 11 a.m.), the Bundesverband New Work (May 6, 3 p.m. and May 7, 3 p.m.) and the New Learning Lab (May 6, 11 a.m., May 7, 10 a.m. and May 8, 1 p.m.) will be on site. Jürgen Schmitt, financial influencer at Deutsche Bank, will be inviting visitors to discuss corporate influencing on May 6 at 1 pm.

To ensure mental health for visitors and exhibitors alike, even on busy trade fair days, relaxation sessions with Step Ahead will be held three times a day for the first time in the green atrium of Messe Karlsruhe.

NEW WORK EVOLUTION will take place alongside the LEARNTEC trade fair for digital education; tickets are valid for both events. Further information and tickets are available online at [www.newworkevolution.eu/tickets](http://www.newworkevolution.eu/tickets).