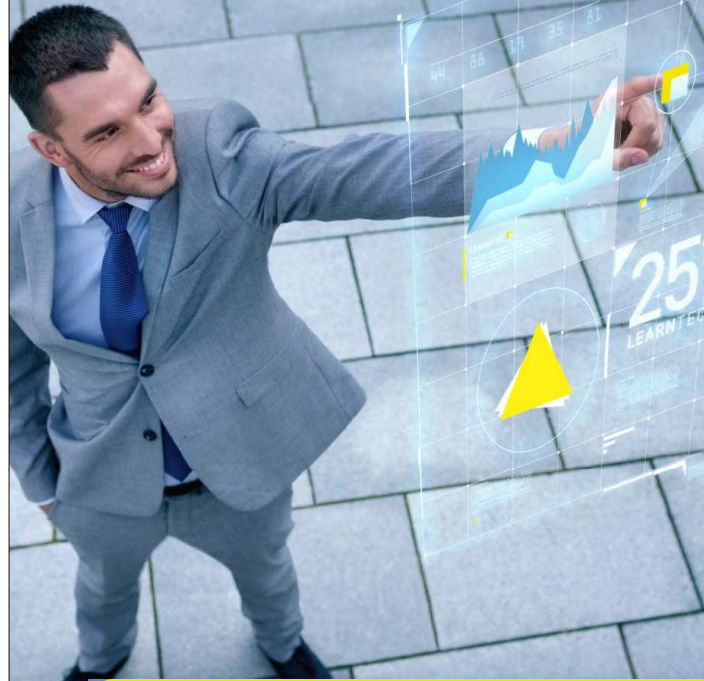


Die Nr. 1 in digitaler Bildung
Schule | Hochschule | Beruf
No. 1 in digital learning
school | university | corporate



www.learntec.de

30. Jan. – 1. Feb. 2018
Messe Karlsruhe

LEARNTEC 



LEARNTEC



LEARNTEC 2018 | Learning with IT
26th international trade fair and convention

Messe Karlsruhe

January, 30th – February, 1st 2018

www.learntec.de

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Data – Facts - Figures

Only at **LEARNTEC** will you find the most important providers of e-learning and professional education solutions for learning with IT



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- **Trade fair:**
 - Leading event in the industry for 26 years
 - More than 7.500 trade visitors (2016: 7.250) from 18 countries
 - 257 exhibitors (2016: 240) from 14 countries

- **Convention:**
 - 756 participants (2016: 628)
 - over 200 speeches and workshops in conference center and trade fair
 - More than 200 Speaker shared their knowledge at **LEARNTEC**

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- **Exhibition areas:**
 - Hardware / equipment
 - Media
 - Tools and technologies
 - Content / content production
 - Training management
 - Training and coaching
 - Knowledge management
- **Visitor target groups:**
 - Decision-makers and educational planners from the worlds of business, academia and politics
 - IT managers and officers
 - Decision-makers from marketing and sales
 - Supervisors and HR developers
 - HR managers
 - Vocational and professional training managers
 - Education planners and managers
 - Private education providers and developers
 - Independent trainers and coaches

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- **Significant visitor groups (as per FKM nomenclature)**

- 26.0 % Educational institutions
- 9.1 % Industry
- 7.9 % IT / Software
- 7.3 % Consulting
- 7.3 % Services
- 5.7 % Pupils / Students
- 5.1 % Research / Teaching
- 4.8 % Training
- 4.5 % Government agencies / Public administration
- 4.5 % Transport / Tourism / Hospitality industry

- **Size of visitors' enterprises**

- up to 10 employees: 17.9 %
- up to 50 employees: 11.8 %
- up to 200 employees: 15.7 %
- up to 1,000 employees: 17.9 %
- up to 1,000 employees: 30.5 %

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Purchasing decision power of **LEARNTEC** visitors within their companies:

87.6 % of visitors are decision makers!

Intentions of returning to **LEARNTEC** in future:

More than 87.9 % are planning to come to **LEARNTEC** in 2018!

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Percentage of first-time visitors:

2016:	57.1%	Conclusion: A loyal community supplemented by <u>new</u> attendees
2017:	63.5 %	

Visitors who only attend **LEARNTEC**:

2016:	52.1%	Conclusion: Benchmark very high compared to other industry trade fairs
2017:	58.3%	

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