



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

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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.en/tickets.

About NEW WORK EVOLUTION

Originally created as a congress, NEW WORK EVOLUTION became part of the Messe Karlsruhe portfolio in 2022. Since then, the event has been aimed at decision-makers from corporate management, human resources and IT as well as those responsible for training and further education, office managers and other people interested in New Work as a trade fair and world of experience for modern working. In addition to exhibiting companies from the areas of Office, Technology, People & Culture and Diversity, Equity & Inclusion, top speakers, best practice sessions and workshops offer up-to-date insights into all aspects of modern working environments. NEW WORK EVOLUTION takes place annually alongside LEARNTEC.

Further information is available online at www.newworkevolution.en.