



AIM Group to launch RecPlus advertising and tech conference in Berlin

ALTAMONTE SPRINGS, FL, UNITED STATES, July 27, 2017 /EINPresswire.com/ -- RecPlus, a new conference for providers of recruitment advertising and technology, will kick off in Berlin the week of March 12 next year, AIM Group managing director Katja Riefler announced today.

RecPlus is a follow-on to the highly successful RecTech conference, which was held in Barcelona this year and Amsterdam in 2016. Almost 300 senior executives in recruitment advertising and technology attended the conferences, which were operated by the AIM Group and TA Tech, a U.S.-based trade association.

"We had top-notch speakers at RecTech, like Andreas Daembkes of Stepstone and Dominique Cerri from Infojobs, and expect a great lineup in 2018 as well," said Riefler. "We'll cover the importance of the job seeker and personalization; the changing nature of recruitment advertising and technology, including artificial intelligence, machine learning and programmatic advertising; the evolution of job boards and professional networking, and many other topics."

The AIM Group, which operates the conference, is the world's leading consultancy in classified advertising and interactive media. It operates RecPlus; AutosPlus, a similar conference for the auto advertising industry that will be held in London in October, and the Global Online Classifieds Summit in Miami in partnership with Vertical Networks Group.

AIM Group clients include some of the world's leading classified and recruitment advertising companies, along with investors and technology suppliers to the industry.

"We'll build on the strength of the RecTech conferences and bring an even stronger international lineup for great content and networking," said Peter M. Zollman, founding principal of the AIM Group. "At our first two conferences, we had more than 60 CEOs and managing directors. We plan to do even better in Berlin next year."

Date and location specifics will be announced shortly on RecPlusConference.com and AIMGroup.com.

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