

CASE STUDY

Promoting PAW through external HR conferences

Our Pets at Work activities in **Germany** run throughout the year. In addition to initiatives such as a mailing campaign for LinkedIn company representatives and a social media influencer campaign on Facebook and Instagram, we engage with external events such as the **Zukunft Personal HR Fair** in Cologne that we attended. The visiting HR representatives to whom we spoke told us they think PAW is a valuable USP in the war to attract talent!



In 2018, our central team also participated in **Beyond – Amsterdam's** global HR leadership forum. This unique HR conference addresses the agenda and global themes facing the senior HR community in business sectors and industries across the world. Representing Purina Europe, we promoted Purina's Pets at Work programme and the benefits it brings to workplaces and to employees.

