

Event-Brochure

 **HRD** | *Collective*

North America

May 17th 2023

SUPPORTED BY:



COMMERCIAL PARTNERS:

Achievers



 CoachHub

 Hive learning

myskillc  mp

visier.

 workday.

workhuman*

 enboarder



 pymetrics

Raytheon

 SmartRecruiters

THRIVE  GLOBAL



 TOPIA
WORK EVERYWHERE



Letter from the producer



HRD Collective

Lean execution and data for business success

In today's business landscape, organizations are facing an increasing need to do more with less. With budgets tightening and competition for top talent remaining high, it's more important than ever for leaders to focus on working lean, proving the ROI of their initiatives, and driving productivity and efficiencies across the business. In the face of working lean, the ability to evolve from a novice to a data-savvy individual will be a vital capability for leaders in the people and HR function. Becoming proficient in data will demonstrate its value when collecting and analyzing data on recruitment, retention, and employee engagement to identify areas they can improve their efforts and make better-informed decisions about where to allocate resources.

With scrutiny of budgets and performance set to continue, it's expected that the line between operational and strategic HR will become increasingly blurred. Whilst HR and people leaders must continue to prioritize being strategic, there will be a need to get more involved in the nitty-gritty details to ensure that they are being effective and meeting the goals of the business. The HRD Collective will guide leaders to find the equilibrium between long-term planning and attention to detail to achieve the objectives of the company, supported by the development of a data-driven mindset that will prove a vital ability in this pursuit.



Frances McLardy-Smith

Head of Content & Product

CONTENTIVE
Reinventing B2B media & events



On May 17th 2023,
engage with our HRD
community
including...



11

Expert industry
leaders



100+

Leads generated
organically



48 Hours

of knowledge sharing
and live on-demand
content



800 +

Registered senior
HR Leaders



8

Commercial
partners



18

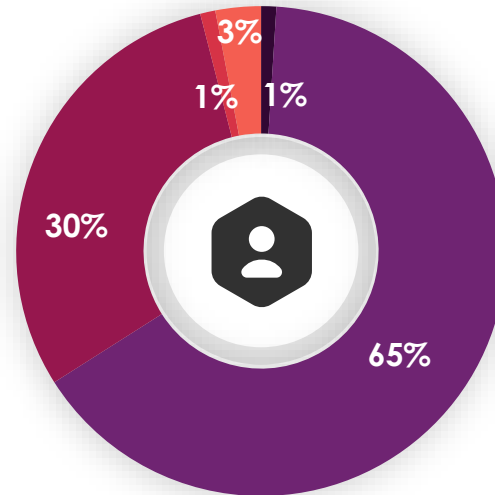
Advisory Board
members





Our commercial partners get to meet...

Seniority:

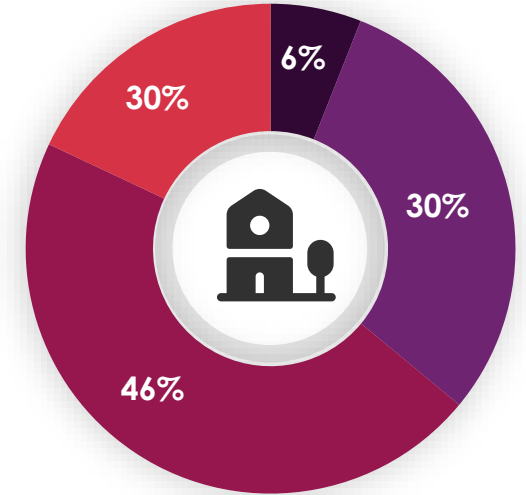


65%

Director

- Director / Head of / VP
- C-Level / MD / President
- Board / Owner
- Manager
- Other

Company Size:



76%

1001+ FTE

- 5001
- 1001 - 5000
- 501 - 1000
- Other



Our commercial partners delivered thought leadership content and resources to a range of people leaders across multiple touchpoints.



Leads generated



86*

Total leads generated

*Leads generated for our partners



15*

Total leads from sponsored resources

*On average per partner



Engagement



2*

Touchpoints

*Average number of interactions per user per partner



10*

Minutes

*Average viewing time per Lightning Talk



624*

Digital Incubator registrants

*Total registrations across all Digital Incubators



Previous attendees include...

- Head of Leadership & Culture Transformation
- VP, People
- People Director
- Senior Director HR
- Employee Experience
- HR Director
- HR Leader
- CHRO
- HRD
- VP HR
- Head of People
- VP People & Communications
- Group HR Director
- Director, Talent Programs
- Director of Change
- Head of EDI
- Director People & Culture
- Human Resources Specialist
- Cluster Director of Human Resources
- HRBP Director
- Head of Organisation Design and Development
- Director
- P&R Platforms Director
- Global Leadership
- Development Manager
- Group Head Diversity
- Group People Director
- People Director, Group Executive Functions
- Director Real Estate & Workplace Services
- HR Business Leader Director HR
- Head of Diversity, Inclusion and Wellbeing
- Director Change
- Management Talent Director
- Group Head of Talent and Brand





Position your company alongside **HR Thought Leaders**, such as...



Peter Collyer
Chief People Officer



Joan McGrail
CHRO



Regina Lawless
Director of Diversity, Equity & Inclusion



Tashi Theisman
VP, Global Benefits



Trayonna Floyd Hales
Director, Talent & Performance



Jessica Muhlenberg
Vice President of Global Benefits, Well-Being & Mobility



Rudy Morandin
VP of HR



Sahana Mukherjee
SVP HR Advisor





Position your company alongside our **Advisory Board** members, such as...



DK Bartley
Chief Diversity Officer



Paul Hevesy
Vice President –
Organizational
Effectiveness



Bhavana Bartholf
Chief Transformation
Officer



Guillermo Miranda
Chief Learning Officer
and VP Leadership
Development



Sarah Shepherd
HR Transformation and
Employee Enablement



Henrietta Maria De Beer
Chief, HR Policy Division,
United Nations



Jeff Ostermann
Chief People Officer,
Sweetwater



Kirsty Devine
Head of US HR and
Global Projects,
Financial Times





Overview of schedule

For a full detail version of the schedule for the day including speakers and session overviews please visit - www.hrdcollective.org/northamerica/schedule

TIME	SESSION
10:00 (EDT)	The New North Star: Aligning Purpose and Values
10:30 (EDT)	Lightning Talks
11:00 (EDT)	Sustaining Well-being Initiatives Amidst Adversity Total Reward Revamp – Where to Start? Creating Measurable Impact – Advancing DE&I Progress
12:00 (EDT)	Lightning Talks
12:15 (EDT)	Incubator Summary
12:30 (EDT)	Lightning Talks
1:00 (EDT)	Harmonizing the Generations: Navigating the Shifting Landscape of Work
1:45 (EDT)	Lightning Talks
2:00 (EDT)	Leading Through Change: Building Resilience and Managing Fatigue Building from Within: Harnessing the Power of an Internal Talent Pool Supercharging Productivity in Today's Workplace
3:00 (EDT)	Lightning Talk
3:15 (EDT)	Incubator Summary





Overview of schedule

We have designed several session formats for our community to take part in across the HRD Collective. Each one appeals to different learning styles, creating variety for the audiences to engage with across the day.



Scene Setter:

Scene setters are where we tackle the big questions and lay the groundwork for the interactive Digital Incubators. These sessions could take the form of a keynote-style talk, a fireside chat interview with an expert, or a panel session where we can hear from multiple points of view. Scene Setters are an opportunity to reach the entire audience as they are broadcast to all. They tend to cover broader thematic topics for this reason.



Lightning Talks:

As the name suggests, Lightning Talks are shorter, snappy sessions, capping at 15 minutes. Topics should be covered in a clear, insightful manner, delivering thought leadership on content not covered elsewhere on the schedule.

Lightning Talks are pre-recorded, so have the benefit of being on-demand all day, available for participants to watch during the breaks, and if they'd prefer not to join an interactive session.



Digital Incubator:

Digital Incubators are the interactive cornerstone of The Collective. Each Incubator will radically reinvent how we tackle challenges, navigate personal development stumbling blocks and fuel the realisation of opportunities to power a new breed of business. In conjunction with peers, interactive Incubators will allow attendees the opportunity to forge avenues to co-create desired solutions and roadmaps.

Under the guidance of solution-orientated facilitators, participants will build off one another's input to generate tangible next steps to propel their business, function, and career forward. Digital Incubators are an opportunity to share a more in-depth expert viewpoint, engage closely with a group of senior leaders and get first-hand information on their challenges and priorities.

After each Incubator, the session leads will join us for a short Incubators summary session, to be broadcast to the entire audience. In just a few minutes, the session lead of each Incubator will run through their key takeaways and learnings, so that everyone can benefit.



Content affiliation & outcomes

HRD's Collective purpose-built, lead-generation environment



Gain value by working with a dedicated Client Success Manager and content expert to:

- Map your insights into key HR market challenges for your audience
- Position your brand front-of-mind
- Suggest solutions to drive business success
- Build relationships with most valuable prospects



Get in-depth insight:

- Into your key prospects and their challenges.
- With our unique, custom-built dashboards that provide key data into how your leads engaged with your brand.
- By gaining access to full demographic and firmographic info
- Use our HRD Collective platform to forge new sales opportunities and personalized follow-ups



Generate highly targeted, nurtured and attentive new business contacts by:

- Curating content with our in-house market experts.
- Positioning your company as industry pioneer.
- Sharing targeted content to those people that really matter to your organization.
- Showcasing your content at the HRD Collective for greater visibility and engagement.
- Creating the opportunity to affiliate your brand with the most innovative and disruptive leaders



Partnerships

Reach North America's most engaged community of senior people leaders



Empowers HR partners to:

- Co-create strategies to tackle most pressing challenges.
- Allow HR solution providers to actively educate and engage attendees.
- Help build credibility which can be capitalized on in the immediate future .
- Give Heads of HR access to multiple solution providers which will help them start to populate their short-list



Source of leading-edge information on:

- Key business trends that are driving the future of work.
- Real-world stories around the business-critical challenges HR professionals are facing.
- Actionable takeaways to help guide HR organizations



What to expect:

- High-quality analysis, intelligence, and resources for senior HR leaders
- Cutting-edge formats for connecting HR technology providers to target audiences
- Navigate the functionalities of our in-house platform which is designed to support HR decision-makers
- Leverage HRD Connect's established relationships as a premier supplier of human resources sector insights
- Business insights resource center and community platform for senior executives
- Access to some of the most impactful and powerful thought leaders influencing the HR and business world today
- Interactive panel discussions, Scene Setters and Digital Incubators
- Insightful Lighting Talks which center on a specific and current hot topic



Partnerships

Packages overview

All packages include these features as standard

PACKAGE	BRAND AWARENESS	BRAND AWARENESS	LEAD GENERATION & ENGAGEMENT	LEAD GENERATION & ENGAGEMENT
PRODUCT	Headline Partner	Scene Setter	Digital Incubator	Lightning Talk
LEADS	450	110 - 130	20 - 30	90 – 120
COLLATERAL	3 x resource / thought leadership collateral	3 x resource / thought leadership collateral	Exclusive content targeting for participants	3 x resource / thought leadership collateral
LIVE ENGAGEMENT	20 minutes presentation (full audience)	45-minutes moderated panel discussion	60 minutes interactive session	Content available on demand
RESOURCES	Digital Content Hub	Digital Content Hub	Digital Content Hub	Digital Content Hub
PRICE	\$49,299	\$21,999	\$19,799	\$16,999





Partnerships

Reach North America's most engaged community of senior people leaders by getting in touch with a member of the team

Partnership Opportunities:



James Womack

Senior Account Manager

james.womack@contentive.com



Mariette Armitage

Business Development Manager

mariette.armitage@contentive.com



Join our speaker faculty:



Frances McLardy-Smith

Head of Content & Product

frances.mclardy-smith@contentive.com



Join as a delegate or media partner:



Emily Atherton

Senior Marketing Executive

emily.atherton@contentive.com

