

POST-COLLECTIVE REPORT

 **HRD**

Collective

EUROPE

OCTOBER 6, 2022

SUPPORTED BY:

 **HRD** | *Collective*

COMMERCIAL PARTNERS:

365
TALENTS

BRIGHTCOVE

coursera

 **Hive learning**

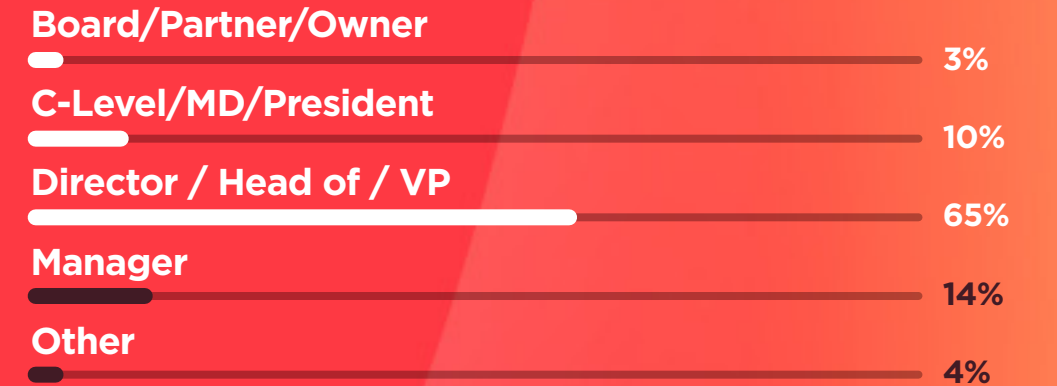


At our HRD Collective Europe in October '22, our commercial partners met...

Seniority:



78%
Director +



Company Size:



77%
500+ FTE



Key Learning Areas Include:



- Organisational Development and Effectiveness • Diversity & Inclusion
- Talent Management & Performance • Rewards & Benefits
- Transformation and Change • Culture & Values • Learning & Development
- Employee Diversity & Engagement • Talent Acquisition • Health & Wellbeing
- Leadership • Legislative Compliance • Data Analytics

Geography:

96%
Europe based



Europe (including UK)

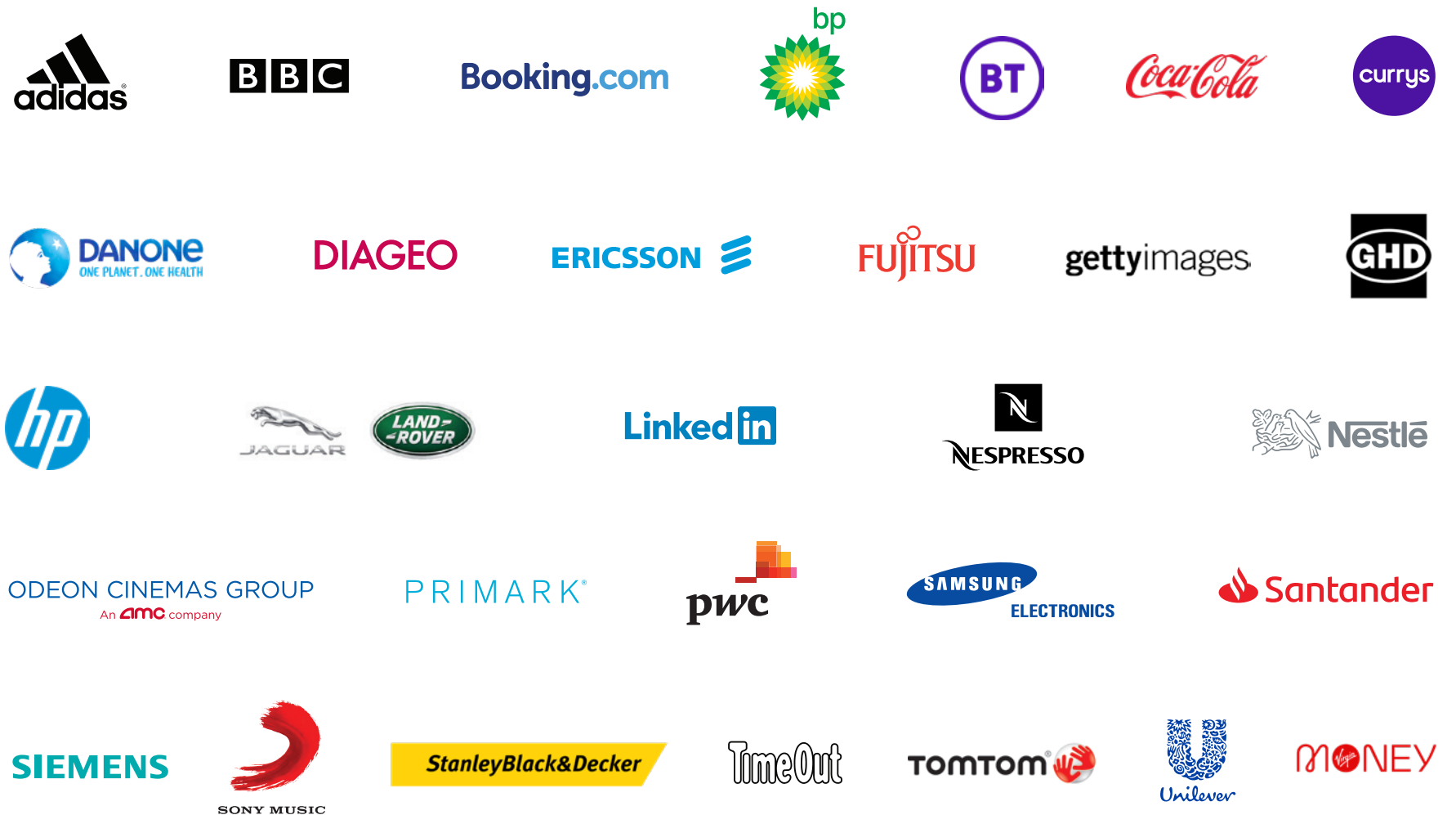
US

Rest of the world





Our speakers, contributed to a schedule delivered to industry experts and leaders such as...



Leads generated



40
leads from
lightening talks

*on average per partner



34+
leads from
sponsored resources

*on average per partner

Engagement



2.3
touchpoints

*average number of
touchpoints per attendee



9
minutes

*average attendance
during a 15-minute
Lightning Talk



78
interactive
Digital Incubator
registrants

*on average

Our commercial partners **engaged with attendees across multiple touchpoints** and **delivered thought leadership content and resources** within 48 hours to potential clients and became their trusted advisors.



What made our HRD Collective unique?

Purpose-built, lead-nurturing environment



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 organisation
- 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



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



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
- Help position your brand front-of-mind
- Suggest solutions to drive business success
- Build relationships with most valuable prospects
- Forge genuine sales opportunities with the help of technology



Partnership Opportunities



February 28, 2023
HRD Collective Europe

The next HRD Collective Europe will take place on February 28th 2023.

Confirmed speakers already include **CPO – Britvic**, **Global Head of People Capability – Standard Chartered**, **CPO – Bank of Ireland** and **Head of People & Culture International – Patagonia**.

If you would like to learn more about the range of opportunities available, please contact **James Womack**, **Karl Ghamsari** or **Mariette Armitage** (right).

For Partnership Opportunities:



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