

Post-Event Report

 **HRD**

Collective

NORTH AMERICA

November 3rd, 2022

SUPPORTED BY:



COMMERCIAL PARTNERS:

Achievers



 CoachHub

 Hive learning

myskillcamp

visier



workhuman*

enboarder



 pymetrics

Raytheon

 SmartRecruiters

THRIVE  GLOBAL



 **TOPIA**
WORK EVERYWHERE



Our commercial partners could reach

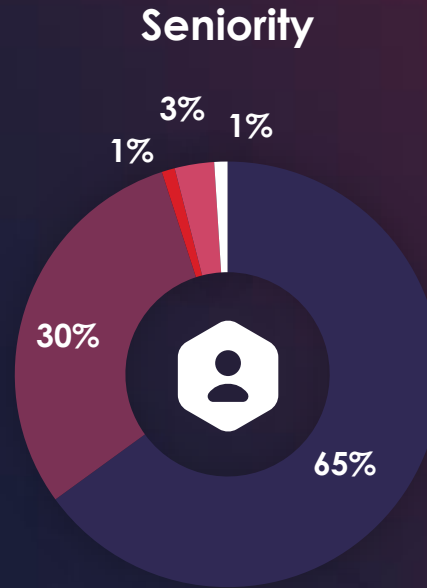
700+

registered People Leaders



Including the below learning areas:

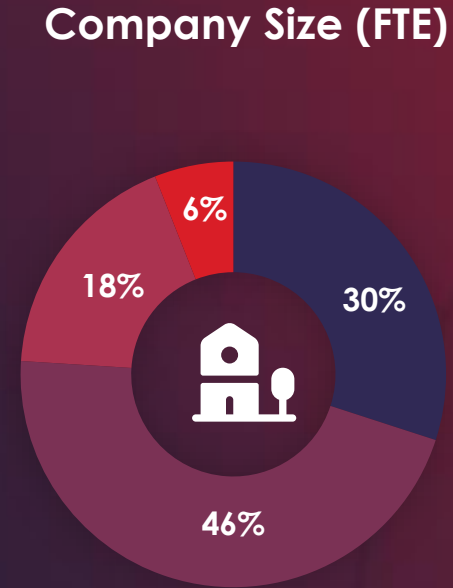
- ▶ Diversity & Inclusion
- ▶ Wellbeing
- ▶ Learning & Development
- ▶ Organizational Development & Effectiveness
- ▶ Talent Acquisition
- ▶ Culture & Values
- ▶ Transformation & Change
- ▶ Employee Experience & Engagement



65%

Director

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



76%

1001+ FTE

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



100%

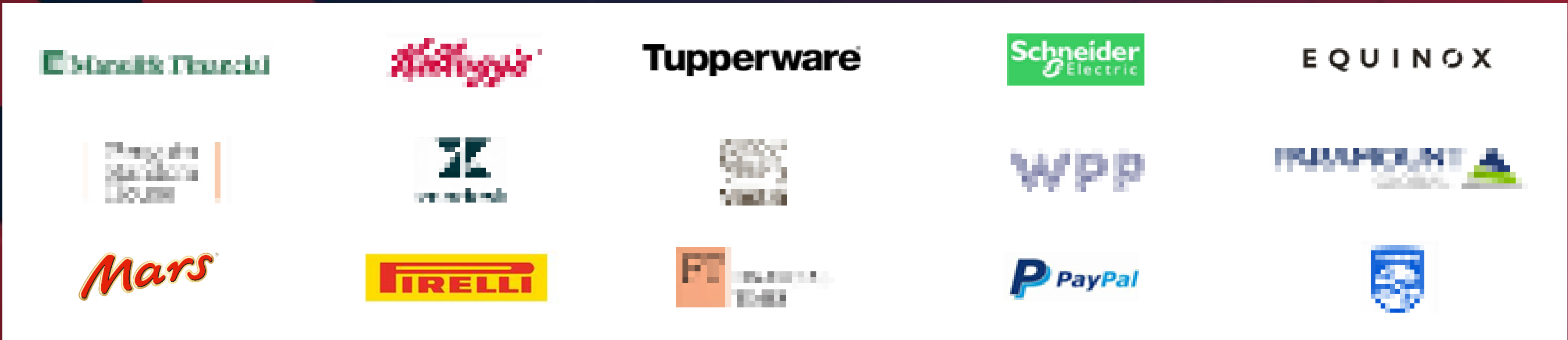
North America



Our speakers contributed to a schedule delivered to people leaders.

Snapshot of attendee job titles:

- ▶ HR Director
- ▶ CHRO
- ▶ SVP of HR
- ▶ SVP, Employee Experience
- ▶ Senior Director, HR
- ▶ VP, HR
- ▶ VP, Talent Management and Development
- ▶ VP, Total Rewards
- ▶ EVP, Strategy for DEI
- ▶ Head of US HR
- ▶ Senior Director, DE&I
- ▶ CPO
- ▶ Vice President, Streaming Technology
- ▶ Talent Acquisition
- ▶ Senior HR Director
- ▶ Deputy Director of HR
- ▶ VP of Diversity & Engagement
- ▶ Senior VP, People Operations
- ▶ Global Head of Human Resources
- ▶ SVP, Global HR Services
- ▶ Chief Strategy & Innovation Officer





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

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



What makes HRD Collective unique?

Purpose-built, lead-generating environment



Generate a high volume of pre-qualified HR leads 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



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



Save time by working with a dedicated Customer Success Manager and content expert to help:

- ▶ 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



Partnership Opportunities



May 17th, 2023

HRD Collective North America

The next HRD Collective North America will take place on May 17th, 2023. If you would like to learn more about the range of opportunities available, please contact a member of the team.

Contact us for partnership opportunities:



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