

# CIPD

*Championing better  
work and working lives*

Partnership Opportunities  
**CIPD HR Analytics  
Conference & Workshop**

DATE: November 2017  
VENUE: TBC



## About the CIPD

We're the CIPD — the professional body for HR and people development. We are the voice of a worldwide community of 140,000 members committed to championing better work and working lives.

We've been setting the benchmark for excellence in people and organisation development for more than 100 years. Through our expertise and research we provide a valuable point of view on the rapidly changing world of work. And for our members we're the career partner of choice, setting professional standards and providing the know-how to drive the HR and L&D professions forward.

We're independent and not-for-profit and hold a highly respected Royal Charter. We exist to make work and working lives better. And at a time of unprecedented change we have the vision, agility and strength to make a real difference to our members, to businesses, to the economy and to all working people.

[cipd.co.uk](http://cipd.co.uk)

## Championing better work and working lives

The CIPD's purpose is to **champion better work and working lives** by improving practices in people and organisation development, for the benefit of individuals, business, economies and society.

CIPD's research plays a critical role – providing the content and credibility to raise standards and offer advice, guidance and practical support to the profession. CIPD research also informs advocacy and engagement with policy makers and other opinion formers on behalf of the profession it represents.

The CIPD's research and policy plan is aligned with a new model for the future of HR. The model distils the role of HR into three core areas:

- helping businesses to understand the changing real world context in which they operate
- applying a real understanding of the science that shapes the inner behaviours, motivations, and learning of people
- working closely with other business disciplines to provide better measurement and insight into what drives value, performance and outcomes

And using the above three things to develop practices, processes and policies that best support staff, managers and business leaders to drive value in their organisations.

## CIPD HR Analytics Conference and Workshop

Analytics and the increasing use of 'big data' is fast becoming one of the most discussed trends within the HR field. Identifying the right metrics, securing organisation support and investment, and demonstrating its strategic value, whilst implementing the projects efficiently and effectively can prove a daunting task. The HR Analytics conference and workshop will help you make your analytics journey more manageable.

People are an organisation's biggest investment with the greatest effect on its potential and, with the work environment changing rapidly, it's becoming increasingly crucial to measure that impact. HR can strengthen its strategic role by using data to inform decision making, and by understanding how to convert and communicate that data effectively aligning with the strategic needs of the business.

This HR analytics workshop will help you to start connecting HR data to your organisation's objectives, and ensure you have the knowledge and understanding to move from standard reporting to more complex insights

You will hear from organisations who have taken those initial steps and are developing more complex models, moving along the maturity scale.

The conference provides a robust programme presenting practical case studies and expert insights, and the dedicated workshop provides further, more practical learning.

### The workshop

The workshop is an integral part of the event, with delegates using the day to gain practical steps on how implement and develop analytical reporting within their own organisation. Of the 122 conference delegates in November, 61 also attended the workshop.



### Example of the 2016 Conference Programme topic areas included:

- *Applying business judgement to HR analytics*
- *How HR can meet the workforce analytics challenge*
- *Leverage your data to derive new insights*
- *Prepare for the future with insight-led analytics*

Plus more.

### Example of the 2016 Workshop topic areas included:

- *Aligning analytics activities with strategic priorities*
- *Support evidence-based workforce decisions*

- **Identify business critical questions in relation to your workforce**

## Who will you meet?

In 2016, the conference brought together 122 decision makers within the HR space, including senior HR professionals from some of the following public and private sector organisations. The 2017 campaign will target a similar audience.

### 2016 Conference attendees included the below job titles and organisations:

Head of Reward & Systems  
 People and OD Analyst  
 HR System and Data Manager  
 HR Data Analyst  
 Director  
 People Business Partner  
 Data and Reporting Manager  
 L&D Manager  
 HRD  
 Strategy Planning Manager  
 HR Business Partner

Head of Workforce Planning  
 Head of Projects  
 People and Resourcing Manager  
 Managing Director  
 Head of HR Operations  
 Head of HR Support  
 Senior Talent Specialist  
 Head of Engagement  
 VP HR  
 Chief People Officer  
 Chief Executive Officer  
 Head of Organisational Design

Zoological Society of London  
 Essex County Council  
 Merrill Lynch ]  
 Standard Life Assurance Co  
 Jaguar Land Rover  
 Department for Work and Pensions  
 Virgin Active  
 Scottish Power  
 Ministry of Interior  
 UK Power Reserve

Barclays Bank  
 National Air Traffic Services  
 BBC  
 Avon Cosmetics  
 John Lewis Partnerships  
 University of Greenwich  
 The Co-Op  
 Veolia Environmental  
 Arriva  
 Yorkshire Building  
 Allen & Overy

## Sponsorship Opportunity

CIPD is offering the opportunity for a leading organisation to be a sponsor of the HR Analytics Conference and Workshop.

Your organisation will have the opportunity to demonstrate thought leadership and establish networks with HR professionals interested in applying analytical reporting to their businesses.

Your organisation can generate leads by actively engaging face-to-face with delegates at the conference

## Benefits

### Pre-event branding opportunities

- Name, logo and link to sponsor web page featured on conference website. All event marketing will drive traffic to this page.
- Name and logo featured in conference brochure, approximate reach 10,000. Any additional marketing activity will include sponsor name and logo where appropriate.
- Mention of sponsor and retweet in social media where relevant and where space allows (@cipd twitter account has 71,000 followers).
- The conference will be marketed via CIPD Update newsletter and CIPD Training and Events newsletter. Where space permits, we will include the phrase “Sponsored by [name]”. These newsletters will drive traffic to the conference web page showing the sponsor name, logo and link.

### Passes to the event

- Two complimentary passes to the conference (2X value £600).
- Total pass value £1200

### Marketing plan

The marketing plan will include other activity which will drive traffic to the conference web page where sponsor name, logo and link is included:

- Advertising in other non-CIPD channels
- Banner ads on CIPD website including People Management website
- Branding opportunities at the event with name, logo and short company description to be featured on the conference handbook received by all attendees (this may be in printed or digital format).
- Opportunity to display one ‘pull up’ banner outside the Conference room with dedicated sponsor area, e.g. table for sponsors to manage onsite presence. The ‘area tbc’ as this depends on venue
- Opportunity to provide branded leaflets and/or other literature for delegates (these will need to be arranged by the sponsor). Sponsor is responsible for arranging delivery of the items to and from the venue.

### Post event opportunities

- Name, logo and link to sponsor web page featured on ‘thank you for attending’ email sent by CIPD to all delegates after the event. This will include an invitation for them to sign up for sponsor’s communications.



*Championing better  
work and working lives*

- Name, logo and link to sponsor web page will be featured on post event webpage where event slides and materials are published. The link to this page will be sent to delegates after the event.
- A list of organisations that attended the conference.

## **Summary and investment**

As a sponsor, your organisation has the opportunity to:

- Engage with the delegates on the day on a number of levels.
- Be able to align and be seen to work in partnership with the CIPD.
- Be recognised as the expert in your field.

## **Contact**

For further details on this proposal, please contact:

Simon Churchill

Senior Sales Executive: Conferences, Events and Exhibitions

CIPD, the professional body for HR and people development

T: +44(0)20 8612 6534

E: s.churchill@cipd.co.uk