

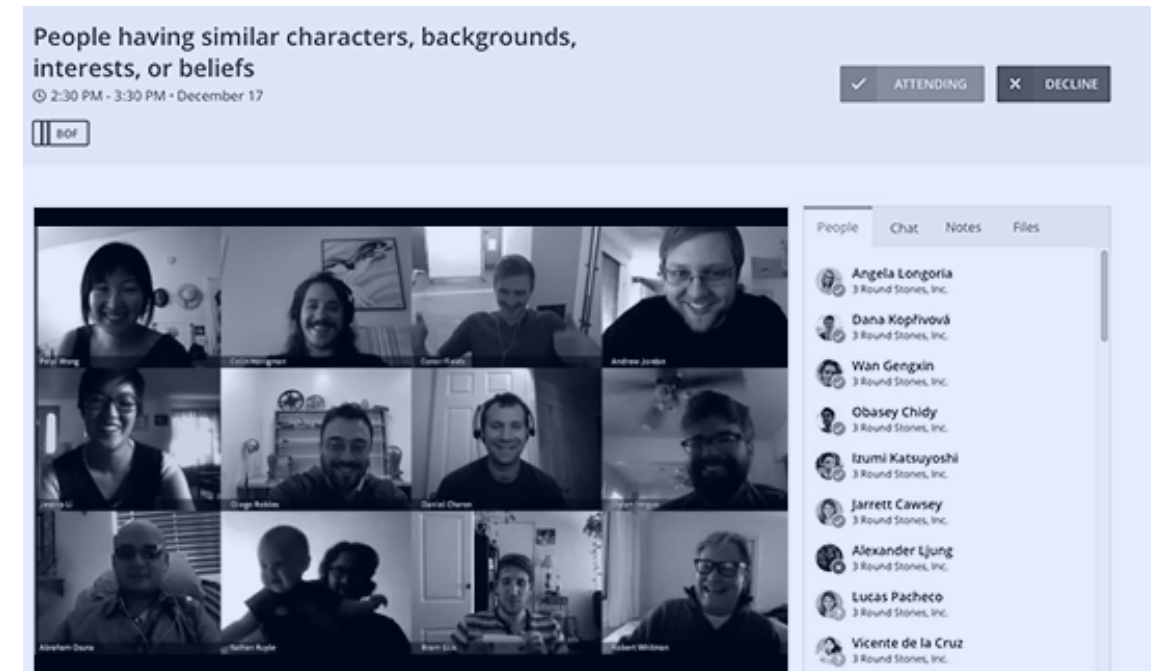
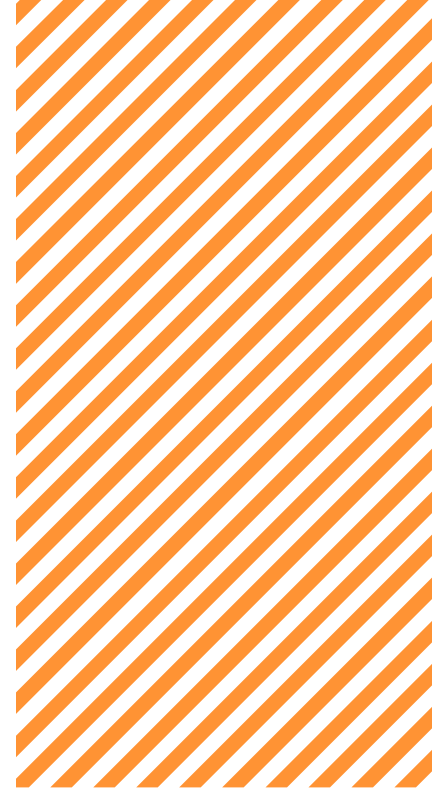


March 15-17, 2021 | ONLINE

HR360

THE VIRTUAL CONFERENCE + EXPO
EXCLUSIVELY FOR HR INNOVATORS

POWERED BY

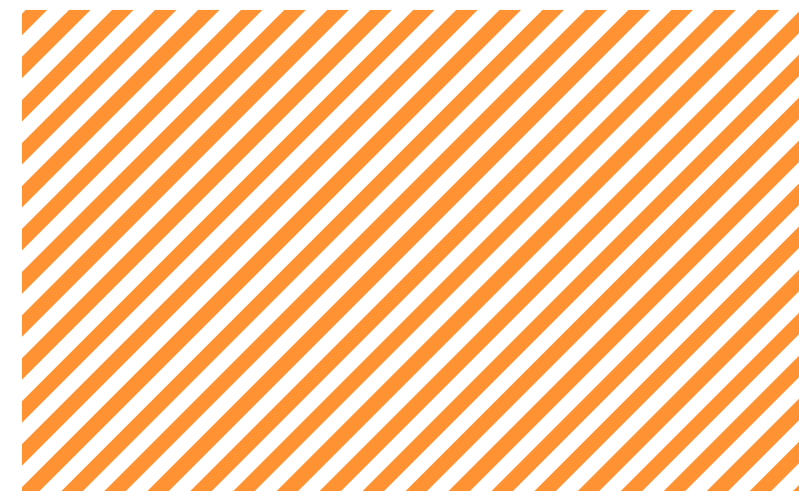


Who We Are

"The content has been carefully curated to address my daily challenges. The sessions were spot on, heard from innovative healthcare professionals and I have acquired several strategies and ideas that I can't wait to use with my team!"

Matt Gosney, Ed.D

*Vice President, Organizational Development,
UCHealth*



WBR: DRIVING INNOVATION

At WBR, we ran 65+ industry leading, annual conferences worldwide, along with a full complement of digital marketing services, and networking events - all aimed at educating, supporting, and connecting the leadership of the world's core industries.

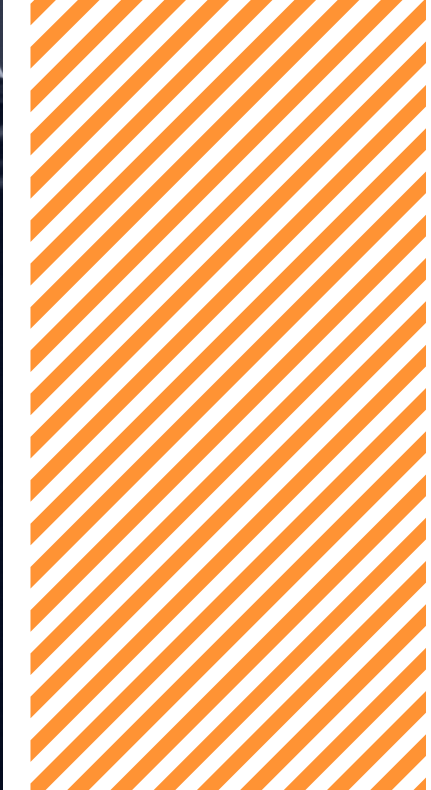
Now, in response to Covid-19, WBR has transitioned all in-person events to digital summits. These take many forms from private virtual boardrooms to large scale 'events' including presentations, roundtables, branding and networking functions.

HR 360

For the past five years we have been bringing together HR leaders across a diversity of industries to learn, benchmark, and build winning people strategies. We're excited to bring you the HR 360 Virtual Summit & Expo, where the HR community will come together to lay out a bold vision of the future with THREE days of incredible content.

POWERED BY PATHABLE

The ProcureCon Contingent Staffing Conference will take place on the Pathable Platform which enables our attendees to meet, interact, learn, watch demos, chat with solution providers and build a toolbox of techniques and solutions.



"It's not a tradeshow, it is a conference designed for networking and it's what I hope will be the norm for industry events going forward."

Mike T., VP, Hughes



Benefits Of Sponsorship

EXPANDED REACH

Reach thousands of potential new clients through multiple touch points and brand engagement.

THOUGHT LEADERSHIP

Position your brand as a leading solution provider to this industry.

BRAND AWARENESS

Build your brand by achieving wide exposure to qualified prospects.

Branding

EYES-ON EXPOSURE & REACH

- ▶ LOGO ON THE EVENT WEBSITE: To reinforce a comprehensive awareness of your current corporate activities and services, your logo will be prominently displayed on the event website. It will appear where we list our sponsors and hyperlinked to a site of your choosing.
- ▶ PROMOTIONAL EMAILS AND MEDIA PARTNER ADVERTS: As a sponsor, your logo or company name will be listed on outgoing promotional emails and/or any media partner adverts promoting the event (where appropriate). By positioning your brand alongside advertisements for the event, you will build the association that your company is a leading solution provider in this space.
- ▶ DEDICATED ATTENDEE ACQUISITION CAMPAIGN: To further assist your sales team with your business development and sales advancement efforts, you may provide WBR with a list of top prospects/companies they'd like to meet and WBR will endeavor to sign them up as attendees.



Cutting Through the Noise in Digital Environments: Creating Clear, Compelling Messaging

🕒 10:00 AM - 11:00 AM · December 17

👤 126/1500 spots left

INNOVATION MEDIA

+ ADD TO AGENDA

How Content and Messaging Drive Project ROI



- Chat People Polls Notes
- Evelyn Allen** 6m ago
I'd love to hear about strategies for simplifying marketing for maximum impact
 - Kaito Watanabe** 6m ago
I'd like to hear more on this too
 - Brijamohan Mallick** 6m ago
Has anyone had success in limiting vs. expanding the channels they're marketing in?
 - Anna Fali** 6m ago
We've revised our strategy to focus on a few key channels, but I'd love to hear (speaker's name) talk more about this
 - Gunther Ackner** 3m ago
This is fantastic - simplifying feels like the way to go with so much coming at consumers eyes every day

Thought Leadership

ELEVATE YOUR BRAND

Manage your message, keep your competitors honest and educate the audience on your capabilities, solutions and products. Engage with the audience through thought leadership and elevate your brand as a leading voice of the industry.

Live webinars with automated reminders, audience Q&A and polls ensure your attendees are engaged and learning.

Speaking Opportunities



KEYNOTE PRESENTATION

A senior member of your company or a client of yours will host a 20 minute content rich presentation which will be played to the entire delegation. You can demonstrate thought leadership on a topic of your choice through a case-study, live polling, Q&A or presentation with video and slides. These presentations are pre-recorded and played live.

CHAIR PERSON

A senior member of your company will chair part of the event, opening the day or track with a 5-10 minute address. You will also be invited to moderate any panels in your morning or track. This high visibility role will position you as a thought leader and give you enormous amount of exposure.

PANEL MEMBER

A senior member of your company will join a panel of your choice at the event; allowing you to demonstrate thought leadership in your field and build relationships with other panelists. It's an opportunity to interact with attendees by answering questions on the stage. All presentations and panels are pre-recorded and played live during the event.



VIRTUAL ROUNDTABLE HOST

A senior member of your company will host a virtual roundtable on a topic of your choice. Roundtables are small group discussions, designed to be interactive and intimate. Attendees choose which roundtable to engage in meaning you will be joined by a motivated group eager to learn. There's no better way to engage in such an informal, yet structured method. Roundtables take place in a virtual boardroom and are "live" discussions.

PRIVATE VIRTUAL WORKSHOP

A senior member of your company will host a 50 minute virtual workshop for 25-30 senior level attendees. Workshops take place live and you will get face-to-face interaction with attendees through a Zoom meeting room. Choose your topic and attendees will select your workshop based on their interest in your specialization. This high visibility role will help position you as a thought leader and give you an enormous amount of exposure.

Exhibit Activities

DEMO, CHAT LIVE & MEET ATTENDEES

- ▶ **ATTENDEE AND VENDOR DIRECTORIES**: We will create a searchable directory for our delegates, vendors and other constituents, so people can quickly find the right people and companies to connect with.
- ▶ **PRIVATE MESSAGING**: We enable attendees to reach out to one another and to vendors privately and directly online.

Custom Landing Pages

A VIRTUAL EXHIBIT EXPERIENCE

- ▶ **EXHIBIT PAGE**: Create a custom landing page to include your company logo, description, video, downloadable collateral, edit staff profiles and more. Searchable index helps attendees find the exhibitors that are relevant to them.
- ▶ **ONLINE LEAD RETRIEVAL**: Delegates can easily “request information” from exhibiting companies, sharing their contact information similar to having their badge scanned at a live event.
- ▶ **GAMIFICATION**: Increase engagement and tradeshow traffic through gamification. We have a pre-made game module that you can customize to fit your event gamification goals and strategy.
- ▶ **STAFF PASSES**: Effectively network throughout the event with as many guest passes as you need for your organization’s staff. Your staff can attend presentations, ‘man your booth’ for live chat and set up 1:1 meetings.

The screenshot shows a virtual exhibit landing page for Solaxin Energy. The page is part of a 'Vision Summit' and includes a navigation menu with links for HOME, PEOPLE, ORGANIZATIONS, SCHEDULE, DISCUSSIONS, INBOX, MAPS, and a REGISTER button. The Solaxin Energy logo is prominently displayed, along with 'GOLD SPONSOR' and 'EXHIBITOR' badges, and a 'REQUEST INFO' button. The page is divided into two main sections: 'Description' and 'Staff'. The 'Description' section contains text about Solaxin's training programs and outreach. The 'Staff' section features three profile cards for Megan Alfonso (Founder & CEO), Tami Armano (Laboratory Director), and James Brayton (Executive Director). Below the staff section, there are two image thumbnails for downloadable collateral, each with a download arrow icon.

Brands Continue To Trust HR Cross Industry Virtual Events



"Well run event, very good content, excellent networking!"

Barry Diamond, Vice President, Cielo



Speaking, Sponsorship & Exhibition Are Now Open

“HR Retail provided great insight into new things companies are doing and the vendors were great. Love the variety of innovative vendors you have introduced to us!”

*Kathy Martin, People Director,
Charlotte Russe*



CHET SILVERMAN

CONTACT CHET:
sponsor@wbresearch.com