

2018 PARTNERSHIP PROGRAM

AUSTRALIAN
HR SUMMIT
EDUCATE . CONNECT . INSPIRE

INTRODUCING AUSTRALIAN HR SUMMIT

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- We are proud to present this inaugural signature event for the Australian HR community on Friday 30 November 2018, to be held at the Surfers Paradise Marriott Resort & Spa on the Gold Coast.
- The Summit has been structured around the pillars of:
 - INSPIRE
 - EDUCATE
 - CONNECT
- Designed specifically with the needs of HR professionals in mind, you will hear from 10 inspiring and knowledgeable presenters about a range of topics.
- In addition we are offering an extended "Social Summit" that includes 2 nights accommodation, dinners, drinks and breakfasts, and a fun surprise social event on Friday night.

PRESENTERS & TOPICS

- Keynote – Stephen Dudgeon and Eli Burger, Co-Founders – Avenue Dental - 2018 Great Place to Work Winner for Under 100 Employees
- 2018 Employment Law Wrap-Up – Susannah McAuliffe, Principal Latitude Law
- Managing Workplace Investigations – Helen Donovan, Senior Investigator – QWorkplace
- Slavery in the Modern Age – *What is the Government and Regulator response and what do you need to know to manage your Company's risk?* – Christy Miller, Partner – Clayton Utz
- Leading with the Brain in Mind – Linda Ray, Chief Executive Officer – NeuroCapability
- Build an Impactful Authentic Personal Brand Instantly (*and realise WHY it's so important*) – Majella McMahon – The Stylerly Co and Petra Zink – impaCCCT
- Wellness Program on a Budget That Impacts Your Bottom Line – Katrina Walton, Director – Wellness Designs
- Event MC – Claire Harrison, Managing Director – Harrison Human Resources and Author of *The CEO Secret Guide to Managing and Motivating Employees*

PARTNERSHIP OPPORTUNITY

- You are invited to partner with us for the 2018 Australian HR Summit.
- Together we will enjoy a myriad of unique benefits and share in the opportunity of presenting your organisation to like-minded HR professionals, CEOs, Business Owners and Leaders.
- This is a highly targeted relationship marketing opportunity – presenting real value for money and an opportunity you can't afford to miss out on.
- Marketing of this event will drive people to engage and sign up to:
 - Website and blogs
 - Social media posts – Facebook, LinkedIn and Twitter
 - Electronic direct mail campaigns
 - Public relations
 - Referral partners program
 - And more...

A LA CARTE PARTNERSHIP INCLUSIONS

We're offering flexibility for partners who are looking to achieve specific outcomes.

Here are ideas of what you can include in your partnership package:

1. Pre-event exposure:

- Logo on event registration site, and in pre-event registration invite emails
- Social media shout outs
- Competition and giveaways pre-event

2. Brand awareness on event website:

- Logo and website link on partner section
- Link to downloadable resources (brochures, company collateral)
- Link to special offers/giveaways

3. Onsite brand awareness:

- Branded coffee/drinks/dessert/novelty food stand
- Sponsorship of the social activity Friday night
- Branded useful collateral at Welcome stand, eg logo on USB, lanyard, satchel
- Gamification points and prizes to encourage attendees to visit all partner booths
- Giveaway to be redeemed via activity
- Logo in event registration area
- Competition and giveaways onsite
- Logo on Live Display digital signage

4. Post-event exposure:

- Logo/Mention in Post-event Email or Survey

CONSIDERATION

Partners and Inclusions will need to meet Australian HR Summit goals of:

- Supporting our national HR Community
- Inspire
- Educate
- Connect

KEY DATES

5 October – Soft launch of Summit via edm and social media

12 October – Official website, logo and partnership program launched

31 October – Early Bird pricing closes

29 November to 1 December – 2018 Australian HR Summit

CONTACT

EVENT ORGANISERS:

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