

# HRWEEK

UNITE THE WORLD OF HR IN A  
BLUEPRINT

HR BUSINESS AND SERVICES EXPO  
FROM the 2nd - the 6th OF DECEMBER  
KOMBANK DVORANA

HR WEEK is a premium HR event consisting of five thematic days - Talent, Development, People Analytics & HR Technology, Employer Branding and Innovative HR.

This unique program is designed to educate, engage and inspire HR professionals across the region, providing cutting-edge insights into current best practices and the future of the HR.

Leading HR experts and accomplished practitioners will deliver keynote presentations, case studies and masterclasses on each of the five days. Included in each day is an expo of HR services where leading industry exhibitors will showcase their products and services to a large HR audience.



## WHO IS THE AUDIENCE OF HR WEEK?

- CHROs and VPs of HR and Talent Management
- Managers and Team Leaders with responsibilities in Human Resources, Talent Management, Talent Acquisition & Recruitment, Learning & Development, Succession Planning and Organizational Development
- C-level decision makers that want to learn more about innovations in HR field

### TALENT

Are you ready to take your talent acquisition strategies to the next level? Talent Day brings together over 200 recruitment and HR experts to explore new perspectives on the future of recruitment and selection. Discover how leading practitioners optimize their hiring with new candidate engagement strategies and technologies. Learn about best practices, emerging tools/technologies and latest recruiting trends. Discuss industry challenges with your peers and expand your professional network on Day 1 of this premium event.

### DEVELOPMENT

Deep dive into the world of employee learning and development! What are the ways in which HR can drive the transformation in this area? How can learning be adapted to the complexity of today's business world? On Day 2, you'll learn directly from global industry leaders and gain practical insights that you can apply to your unique setting. From exploring the digitalization of the learning process to a ground-breaking experience of a team coaching event with 250 HR attendees, you'll be defining future HR priorities for the entire region.

### PEOPLE ANALYTICS & Technology

How can HR leaders enable data-driven decision making in their organizations? How best to drive HR success through technology? Day 3 brings you the very first People Analytics event in the region, showcasing how people insights drive productivity, performance and innovation. Coupled with compelling presentations from some of the most exciting and innovative vendors in the HR Technology space, this is the definitive event for forward-thinking people leaders.

### EMPLOYER BRANDING

Interested in achieving employer branding excellence? Day 4 brings you an action-packed exploration of global employer branding perspectives and practical advice on how to bring your employer brand to life. Discover how art and science come together in real-life, inspirational strategies. Become a part of the emerging employer branding community of HR leaders, brand agencies and employer branding practitioners and define the future directions for your own organization.

### INNOVATIVE HR

Innovation – a buzzword or the most important tool for staying competitive in today's fast-changing business world? Innovative HR Day brings some of the greatest HR minds to showcase new and innovative HR ideas and stimulate some exciting discussions around cutting-edge HR practices. If you're ready to rethink traditional workplace models, speak Agile HR or Design Think your way to full-on HR transformation – this is the day for you!

# EXPO HR WEEK

Interested in exhibiting at the largest regional HR event to an audience of decision-makers passionate about improving their company's people processes?

Showcase your projects, products and solutions, build pipelines with prospective leads, network with HR experts, peers and customers and build brand awareness for your business.

	PACKAGE			
	LIGHT	BASIC	BUSINESS	MAIN STAGE
BOOTH	1.5	5	9	12
DEMO SESSION	-	15'	15'	30'
ORGANIZED MATCHMAKING	-	-	yes	yes
BANNER ON HRWEEK.RS/ MATCHMAKING PAGE	-	-	yes	yes
CATALOGUE	1/8 page	1/4 page	1/2 page	1/1 page
LOGO ON HRWEEK.RS	yes	yes	yes	yes
GROUP POST ON DIGITAL/ SOCIAL MEDIA	1	2	2	2
PERSONALIZED POST ON DIGITAL/SOCIAL MEDIA	-	-	1	2
<b>FEE /until avg 31st &gt;&gt;&gt;&gt;</b>	<b>700</b>	<b>1,400</b>	<b>1,800</b>	<b>3,000</b>
<b>FEE /until okt 31st&gt;&gt;&gt;&gt;</b>	<b>770</b>	<b>1,540</b>	<b>1,980</b>	<b>3,300</b>
<b>FEE /until dec 2nd &gt;&gt;&gt;&gt;</b>	<b>840</b>	<b>1,680</b>	<b>2,160</b>	<b>3,600</b>