



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.



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!



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

SPONSORSHIP PACKAGE

BENEFITS	QUANTITY
Sponsorship duration in days	5
Banner on HR Week website	yes
Banner on HR World website	yes
Posts on social media	5
Daily ticker (200 euros value)	10
Logo on lecturers' presentations	yes
Logo on screens during breaks	yes
Logo on tickets	yes
Logo on acreditations	yes
Logo in HR World magazine (HR Week section)	yes
Logo in HR services catalogue 2020	yes
Advertisement in HR services catalogue 2020	1/1
Advertisent in HR World magazine	yes
Advertisement in Coaching magazine	yes
Mention in the opening word	yes
Logo on wall for taking pics	yes
Logo on official wall for sponsors	yes
In space branding + on pillars	yes
Branding on pillars	
Branding in the main theatre hall	yes
Braning in livestream (regiona)	yes
Promo materials in gift packages	yes
Personalized gift in promo materials	yes
Number of atendeeds on celebratory cocktail event	5
Discount on HR World services	15%
Participants in HR Chat	yes
Lecturers in HR Starter/Alumni programe	yes
HR challenge in HR Starter Alumni	yes
Membership in SHRC	20
PRICE (EUR) >>>	25000

* invoicing in RSD equivalent

UNIQUE BENEFITS

Name in the event title



Branded chill zone



Addressing the audience



WHO'S THE ORGANIZER OF
HR WEEK?



HR WORLD exemplifies an innovative concept for strengthening HR profession through knowledge sharing and bringing together diverse parties of interest. The principal goal of the HR World organization is to create a community of HR professionals in the Adria region. Remodeling the HR function from "bureaucratic" to modern, innovative and more human-oriented business function with strategic influence is the purpose that drives all our efforts.

HR World is merging the academic community (universities, faculties, career development centers, various associations of experts and novices) and business community (members, sponsors, partners). By doing so, it is orchestrating a more dynamic flow of true knowledge and valuable information, while also marrying the theoretical and practical know-how in the HR field.

Strategically, the HR WORLD organization is focused on two central elements:

2018/2019 - increasing the capacity of HR professionals and creating a new generation of "out of the box" HR thinkers through projects like HR World magazine, HR Chat events, HR Starter programs, etc.

2019/2020- increasing the capacity of top management in companies for greater recognition of HR professionals, ultimately leading to perceiving HR sector as a strategic partner/decision-maker (CEO, Advisory board, C-HR-level Club, expert lectures...).

Sincerely,
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