

# TRAINING & DEVELOPMENT NEEDS (TDN) WEBINAR

3 AUG 2022 | CANTONESE

UNLEASHING THE NEW ERA OF LEARNING

邁步．培訓．新里程



## BRANDING & NETWORKING PACKAGES



### **SPEAKING**

SHARE YOUR **BEST PRACTICES OR LATEST TRENDS** IN THE INDUSTRY WITH **~140 L&D PRACTITIONERS**



### **VIRTUAL EXHIBITION**

**SHOWCASE YOUR LATEST OFFERINGS** WITH **LIVE INTERACTION** WITH ATTENDEES TO RAISE YOUR PROFILE IN THE INDUSTRY



### **ON & OFFLINE ADVERTISING**

**LONG-LASTING EXPOSURE** VIA **ON/OFFLINE ADVERTISING CHANNELS**



### **COST-EFFECTIVE**

**BUILD YOUR BRAND** AT THIS **AFFORDABLE PLATFORM** FROM \$2,000



**CHECK OUT  
THE PACKAGE**

 2837 3822/23 | [project@hkihrm.org](mailto:project@hkihrm.org)

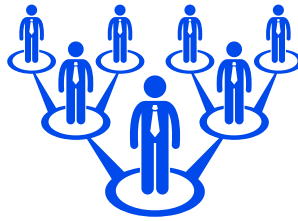
 [www.hkihrm-trainingneeds.org](http://www.hkihrm-trainingneeds.org)



## ABOUT THE WEBINAR



**10+  
INDUSTRY  
SPEAKERS**



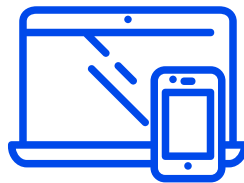
**~140  
L&D AND HR  
PROFESSIONALS**



**35%  
SENIOR  
MANAGEMENT**



**SUMMARY  
SURVEY  
RESULTS**



**LATEST  
TRAINING  
TECHNOLOGIES**



**NEW  
TRAINING  
INITIATIVES**



## WHO'S ATTENDING?

HR practitioners who aim to hear from leading speakers on topical L&D matters and expand their network.

**~140 like-minded HR peers from various job functions:**

- Culture and Engagement
- Employee Relations and Training
- HRBP
- Learning and Development
- Learning, Culture, Diversity and Inclusion
- Organisation Development
- Reward and HR Operations
- Talent Excellence
- Talent Management
- Training and Development

**HKIHRM Training & Development Needs (TDN) Webinar 2022**  
**Branding & Networking Packages**

	<b>Jade Sponsor(s)</b> <b>HK\$60,000</b>	<b>Crystal Sponsor(s)</b> <b>HK\$35,000</b>	<b>Pearl Sponsor(s)</b> <b>HK\$15,000</b>
<b>Training &amp; Development Needs (TDN) Webinar 2022</b>			
Logo on Marketing Materials and Event Website	Y	Y	Y
Verbal Acknowledgement in the Event	Y	Y	Y
Logo on Virtual Backdrop	Y	Y	Y
Promotion Slide	Y	Y	N/A
Speaking Opportunity (30-40 mins)	Y	N/A	N/A
Complimentary Ticket(s)	6	3	2
Virtual Booth	Y	Y	N
Advertisement on TDN Survey Report	Y (full-page)	Y (half-page)	N
<b>Tailor Made Event</b>			
1-hour Webinar with 80 RSVP	N/A	Y	N/A
<b>HR Service Providers Directory 2023/2024</b>			
Advertisement	Consecutive Double Page / ONE(1) Special Page	Full Page Advertorial / Advertisement	Half-page Advertisement
Company Listing	Y	Y	Y
<b>HKIHRM Digital Platforms 2022</b>			
eNews Banner	2 per month x 2	2 per month x 1	N/A
eDM to HKIHRM Members	1	N/A	N/A
TDN Website Banner	Y	N/A	N/A
Online Banner @ HKIHRM Website	Consecutive 3-month (Position A)	Consecutive 2-month (Position B)	1-month (Position C)
Online Banner @ HR Journal Website	1-month	1-month	1-month

## HKIHRM Training & Development Needs (TDN) Webinar 2022

### Branding & Networking Packages

	Exhibitor(s) HK\$6,000	Advertiser(s) A HK\$3,000	Advertiser(s) B HK\$2,000
<b>Training &amp; Development Needs (TDN) Webinar 2022</b>			
Logo on Marketing Materials and Event Website	Y	Y	Y
Complimentary Ticket(s)	3	2	1
Virtual Booth <ul style="list-style-type: none"> <li>• Display exhibitor logo</li> <li>• Video call with exhibitor function</li> <li>• Play video (1-min)</li> <li>• Upload leaflet for downloading</li> </ul>	Y	N/A	N/A
Advertisement on TDN Survey Report	Y (full-page)	Y (full-page)	Y (half-page)
<b>HR Service Providers Directory 2023/2024</b>			
Company Listing	Y	N/A	N/A
<b>HKIHRM Digital Platforms 2022</b>			
Online Banner @ HKIHRM Website	1-month (Position C)	N/A	N/A
Online Banner @ HR Journal Website	1-month	N/A	N/A

#### **Branding & Networking - REPLY SLIP**

I am interested to be a sponsor of HKIHRM Training & Development Needs (TDN) Webinar 2022 with contribution stated below:  
(Please ✓ the appropriate box (es))

- |                          |                          |            |
|--------------------------|--------------------------|------------|
| <input type="checkbox"/> | Jade Sponsor             | HK\$60,000 |
| <input type="checkbox"/> | Crystal Sponsor          | HK\$35,000 |
| <input type="checkbox"/> | Pearl Sponsor            | HK\$15,000 |
| <input type="checkbox"/> | Exhibitor                | HK\$6,000  |
| <input type="checkbox"/> | Advertiser A (full page) | HK\$3,000  |
| <input type="checkbox"/> | Advertiser B (half page) | HK\$2,000  |

Please enclose a crossed cheque payable to "**Hong Kong Institute of Human Resource Management Limited**" and send to:  
Events & Advertising Department, HKIHRM, Units 1810-15, 18/F, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong

Company: (English) \_\_\_\_\_ |

(Chinese) \_\_\_\_\_ |

Contact person: (Mr / Ms / Mrs / Dr): \_\_\_\_\_ |

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_ |

HKIHRM membership No.: \_\_\_\_\_  Non-member

Address: \_\_\_\_\_ |

#### **Personal Data Collection Statement**

1. Applicants' personal data is collected and kept for processing the application for course enrolment, admission, academic and related administration purposes. The data provided will be handled in accordance with the provisions of the Personal Data (Privacy) Ordinance of the HKSAR.
2. The personal data provided in this form will be used by the Institute for direct marketing activities, including but not limited to the promotion (e.g. special offers and discounts) for HKIHRM events, activities, training programmes, awards, survey and other services that it may deploy. If you do not wish to receive such information as stated, please indicate your objection by ticking the box.

I have read, understood, and agreed to all details of the above declaration.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_