



ALL-IN-ONE Marketing Packages 2024

All-rounded Promotion to Suit Your Needs



**On/Offline Advertising
at HKHRM platforms**



**Branding / Speaking
Opportunities
at Signature Events**



**Tailor-made
Networking Events
for targeted HR Leaders**

**Cost Effective Platforms
at HK\$ 12,500 up!**



Enquiry: 2837 3822 / 2837 3829 or project@hkihrm.org

All-in-One Marketing Packages 2024

Why HKIHRM?



The leading HR professional body in Hong Kong



Deliver message directly to **close to 5,000** HR leaders / practitioners



Connect with **around 500** corporate members



Various **cost-effective** on/offline options



Raise **brand awareness** in the HR community

What is All-in-One Marketing Package?

The **All-in-One Marketing Package** typically offers several online and offline marketing channels as an integrated package. It aims to provide you with an **attractive package price** to advertise at various HKIHRM's platforms in one go.

Website Banner

The screenshot shows the HKIHRM website with several marketing positions highlighted in red boxes:

- Head Banner:** A large orange banner at the top of the page.
- Position A:** Three blue boxes located in the bottom right corner of the page.
- Position B:** Three blue boxes located in the bottom left corner of the page.

eDM Blast

The eDM blast features a professional image of two men shaking hands. The main headline is "Leadership Competencies: How to Build an Effective and Engaged Team". Below the headline, there is a brief introduction and a list of 10 outlines for the workshop. At the bottom, there is a registration box with the date "8 June 2023 (Thu) 09:30 - 17:30", a fee of "Member: HK\$2,000 / Non-member: HK\$2,800", and contact information for Mr. Wilson Chu, Principal Consultant of HMI Consulting Limited.

HR Service Providers (HRSP) Directory – Print Full Page Advertisement



HR Service Providers (HRSP) Directory – [Online Company Listing](#)

Home | About | [HR Service Providers](#) | Articles | Book Now

HR Service Provider Index (by company)

Hong Kong Institute of Human Resource Management
Address: Units 1810-15, 18/F, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Hong Kong
Tel: (852) 2881 5113
Email: info@hkihrm.org
Website: <http://www.hkihrm.org>

Daily e-News Banner

[View this email in your browser](#) 16 October 2023

HKIHRM DAILY E-NEWSLETTER
www.hkihrm.org

News Digest | Member Updates | Training Courses | Job Opportunities

e-News Banner 1 | e-News Banner 2
e-News Banner 3 | e-News Banner 4

Website – [Job Posting](#)

Job Opportunities of HKIHRM Members

- Members are welcome to post their job advertisements here. Priority is given to HR-related job positions.
- Corporate members are entitled to post their job advertisements free of charge but the offer does not extend to their subsidiary companies. Individual members and non-members are also welcome to post their job advertisements here at a rate of HK\$500 and HK\$800 respectively for one job advertisement for every two-week period.
- Interested members please reach the Member Services Team by email (membership@hkihrm.org) or phone (2837 3814 / 3811).
- Job advertisements from recruiting agencies will not be considered.

Position	Organisation	Date
Human Resources Manager (Ref: 2301274)	The Education University of Hong Kong	20/11/2023
Executive Assistant (Ref: EA-202311)	YMCA of Hong Kong	20/11/2023
Full-time / Part-time Assistant Human Resources Officer (Ref. 230003DW)	The Chinese University of Hong Kong	17/11/2023
KPMG 2023-24 Off-cycle Internship Programme-Hong Kong	KPMG	17/11/2023
KPMG 2023-24 Summer Internship Programme-Hong Kong	KPMG	17/11/2023
KPMG 2023-24 Winter Internship Programme-Hong Kong	KPMG	17/11/2023
KPMG 2023-24 Graduate Programme Audit & Advisory & Tax - Hong Kong	KPMG	17/11/2023
Senior Human Resources Manager (Ref: 2301273)	The Education University of Hong Kong	15/11/2023
Senior Specialist - Organization Development & Engagement	Olympus Corporation of Asia Pacific, Limited	13/11/2023
Clerical Officer (I/II) in the Human Resources Office [Ref. C/864/03]	City University of Hong Kong	10/11/2023
Executive Officer II in the Human Resources Office [Ref. C/852/03]	City University of Hong Kong	10/11/2023
Executive Officer (I/II) in the Human Resources Office [Ref. C/865/03]	City University of Hong Kong	10/11/2023
Associate Director of Human Resources in the Human Resources Office [Ref. C/866/03]	City University of Hong Kong	10/11/2023

Advertising Rack at HKIHRM Training Centre



Booking Form

Please **EMAIL** the completed form to project@hkihrm.org

Tel: 2837 3822 / 2837 3829

Contact Information

Company	:				
Address	:				
Contact Person	:		Title	:	
Email	:		Tel	:	
HKIHRM Membership No.	:		<input type="checkbox"/> Non-member		

Marketing Packages

Please "✓" the appropriate box to indicate your preferred package.

	<input type="checkbox"/> Package A (HK\$)		<input type="checkbox"/> Package B (HK\$)		<input type="checkbox"/> Package C (HK\$)	
	Member	Non-member	Member	Non-member	Member	Non-member
	\$12,500	\$14,500	\$18,000	\$21,000	\$29,400	\$34,000
A) HKIHRM's Website						
Website Banner	Position B x 1 Month		Position B x 1 Month		Head Banner x 1 Month Position A x 1 Month	
<i>Remarks:</i>	<i>Banner ad will be shown in random order. To request specific location, an additional fee of 20% will be charged, and is subject to the availability of ad space.</i>					
B) Online Platforms						
#eDM Blast	1 Time		2 Times		3 Times	
HRSP Company Listing	Online Company Listing x1		Online Company Listing x1		Online Company Listing x1	
*e-News Banner	2 Times		4 Times		6 Times	
<i>Remarks:</i>	#*1. Only two rounds of amendments are allowed, HK\$500 will be charged for an additional round of amendments. #2. The email subject must include the client's company name and the HKIHRM reserves the right to revise it at any time. *3. Exclusive on HKIHRM eNewsletter. *4. The sending date is advised by the HKIHRM.					
C) Offline Platform						
Advertising Rack	X		1 Month		3 Months	
<i>Remarks:</i>	<i>Advertiser should be responsible for printing the promotion flyers and mail the print copies to HKIHRM office 2 working days before.</i>					

Other Speaking / Networking / Branding Opportunities

Please contact us at project@hkihrm.org for more details.

Signature Events	<input type="checkbox"/> Pay Trend & Benefits Seminar		<input type="checkbox"/> Annual Conference & Exhibition
	<input type="checkbox"/> HR Excellence Awards		
Tailor-made Networking Events	<input type="checkbox"/> Virtual Events (e.g. webinar) <input type="checkbox"/> Physical Events (e.g. seminar, breakfast meeting, luncheon, cocktail reception) Please refer to the rate card (here).		

Specifications

	Position	Size	File
a) HKIHRM's Website	Head Banner	1280 x 260 px	<300KB in JPEG/GIF (GIF looping within 4 sec)
	Position A – Banner	264 x 269 px	<300KB in JPEG/GIF (GIF looping within 4 sec)

	Position B – Banner	264 x 90 px	<300KB in JPEG/GIF (GIF looping within 4 sec)
b) eDM Blast	Email Blast	600 px (in width)	HTML/JPEG
c) e-Newsletter	E-news Banner	600 x 200 px	<300KB in JPEG/GIF (GIF looping within 4 sec)
d) Advertising Rack	-	A4	<8 pages

Terms and Conditions (*updated as of January 2024)

- The HKIHRM has absolute discretion in the admission of applications from potential advertisers. The HKIHRM reserves the right in adv space allocation and to decline any application at any time.
- Potential advertisers will be asked to submit **preliminary information on advertising materials** (including design and hyperlink) for the HKIHRM's screening.
- An invoice will be sent by the HKIHRM upon receiving the booking form.
- **Full payment must be made 1 week before** the launch date; otherwise, such order will not be implemented as scheduled and the HKIHRM will not take any responsibility and liability.
- **All artworks are to be provided by the advertiser.** The final design of advertising materials (including banner ad and hyperlink) should be emailed/ posted to the HKIHRM **at least 7 working days** prior to the adv posting/ mailing. The HKIHRM is not responsible for such production and therefore fee is not included.
- Amendment / rescheduling will be allowed **TWICE** only for each advertisement. Advertisers should inform the HKIHRM **at least 7 working days** before if rescheduling is required, and it will be subjected to the availability of the promotion schedule. The HKIHRM reserves the right to charge additional fee for additional amendment (s) requested by advertisers. Also, the HKIHRM reserves the right whether to accept any amendments on adv materials.
- Refund will not be arranged for any cancellation of order in any circumstances. However, with valid and credible reasons, rescheduling of the advertisement within ONE month will be arranged if the order cannot be completed as initially scheduled. The HKIHRM is dedicated to offering flexibility to accommodate requests on a case-by-case basis.
- HKIHRM e-voucher cannot be used.
- HKIHRM reserves the right to make final decisions.

Personal Data Collection Statement

1. Clients' personal data is collected and kept for processing the HKIHRM Advertising booking 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, surveys 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 the details of the above declaration.

Signature : _____ Date : _____
Name : _____ Title : _____
Company : _____

Company Stamp :