

## WEBCASTS

SHRM's sponsored webcasts reach the most committed and enthusiastic HR decision-makers. They know that staying on top of HR trends — and hearing from the vendors and subject matter experts shaping HR's future — will be critical to their professional success.

By sponsoring a SHRM webcast, you align with this highly involved audience, most of whom also gain valuable recertification credits toward one of several HR certifications, including the SHRM-CP and SHRM-SCP — the profession's fastest-growing credentials.

SHRM Media hosted more than **150 webcasts** in 2017, with registrations totaling more than **200,000 HR professionals**.



### PIPELINE PERFORMER

SHRM Media hosts **more than 150 webcasts each year**, with a total unduplicated registration of 200,000 HR pros, of whom **94% would recommend SHRM webcasts to their colleagues**.<sup>\*</sup> Enrich your lead-gen/demand-gen efforts and enhance your thought leadership with either a Standard Webcast Sponsorship or a Deluxe Sponsorship:

- **Standard Webcasts:** With SHRM's Standard Webcast Sponsorship, you get turnkey programming. Align your brand with one of dozens of popular topics on HR practice, performance, policies and competencies. Select from already-available webcasts or reserve a program in development that's relevant to your target audience, and we do the rest.
- **Deluxe Sponsorships:** Achieve even greater thought leadership with our Deluxe Sponsorship program. In collaboration with our webcast production team, you can provide direct input into the program development and speaker selection, an more precisely target your HR prospects. An add-on promotional package amplifies SHRM's marketing outreach on behalf of your webcast. An affordable way to reach SHRM's various specialty audiences, these popular e-newsletters ensure great visibility and ROI.

## PROMOTION

SHRM webcasts are extremely popular, and SHRM Media uses the strength of its media channels to promote their availability:

- **A Calendar of Events** in SHRM's various e-newsletters, reaching nearly **500,000 HR pros**;
- **SHRM.org** home page, landing page and other placements, accessible to more than **2 million active users monthly**;
- **Social Media**: Regular promotions via Twitter, LinkedIn and Facebook, plus the SHRM Connect members-only community and the SHRM Blog.

**94% of attendees** would recommend SHRM webcasts to their colleagues\*