

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 certification.

SHRM Media hosts more than **200 webcasts** each year, with a registration of over **230,000 HR professionals**.



PIPELINE PERFORMER

SHRM Media hosts more than 200 webcasts each year, with a total registration of more than 230,000 HR professionals, of whom 94% would recommend SHRM webcasts to their colleagues.* Enhance your thought leadership position within the HR market and enrich your lead-gen/demand-gen efforts with any of SHRM's market-leading webcast sponsorship options.

- **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:** Heighten your brand as a thought leader within the HR industry with our Deluxe Sponsorship program. Your organization develops and provides direct input into the program and speaker election, allowing you to more precisely target your HR prospects.

- **Premium Sponsorship:** The ultimate in turnkey webcast sponsorships through SHRM. You will receive all the benefits of the Deluxe Sponsorship while SHRM handles the logistics like a Standard Webcast. You have full control over selecting the topic for the program and SHRM will take it from there. SHRM will retain the speaker from its wealth of industry professionals as well as provide all the necessary content.
- **Webcast Replay:** SHRM's Webcast Replay series offers a turnkey solution to engage with HR decision-makers and influencers through the leading authority on everything HR – SHRM. We repurpose, promote and re-air your previously recorded program or add extended play to your webcast to the SHRM audience for 90 days.

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 **600,000 HR pros**.
- **SHRM.org** home page, landing page and other placements, accessible to more than **2 million active users monthly**.

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

*On 24 December, 2018