



ReShape Conference

by  IRClub

Ed. XVI | Online
Oct. 28-29, 2020

New reality... Work in progress



Who we are

HR Club is the association of human resources professionals in Romania, having:

- ✓ over **500 individual members**
- ✓ over **300 corporate members** representing 275,000 employees, working in multinational or Romanian companies
- ✓ international affiliations with **EAPM** (*European Association for People Management*) and **WFPM** (*World Federation for People Management Association*)



HR Club was legally established in **2004** on the initiative of a group of HR professionals that had been meeting informally since **1998**.



Almost **90%** of our members choose to renew their HR Club membership yearly.



Over **90%** of our members declare yearly that they are satisfied and very satisfied with our overall activity.

National HR Club Conference: 15 editions

The aim of our yearly reunion is to offer our members the opportunity to learn from renowned international experts and to discuss hot HR topics with their HR Club colleagues.

Over the years, we were able to offer our members **keynote speeches** from:

- Charles Handy
- Hal Gregersen
- Daniel Pink
- Marshall Goldsmith
- Silviu Popovici, Pepsico Russia
- Dave Ulrich
- Tudor Havriliuc, Facebook
- Isaac Getz, ESCP
- Erin Meyer, INSEAD
- Josh Bersin,
- Nandu Nandkishore, former Nestle CEO
- Yves Morieux, Boston Consulting Group



2019 figures:

- **Number of participants:** 350 senior HR professionals and top managers
- **Feedback :** 91% of participants declared themselves pleased and very pleased with the quality of the event

ReShape Organizations Conference – 16th edition

- In 2020 HR Club National Conference will take place online using Myconnector.ro, that allows plenary sessions, small video rooms, and stands.
- **New reality... Work in progress** is the motto of our conference this year; the aim of the 2020 conference is to offer international best practice on 2 main topics: New ways of working and Agile in the new context.
- We will provide online space for networking both in video rooms and at virtual stands for our partners.

October 28th		October 29th	
13.00 - 14.00	Networking in small video groups/stands	13.00 - 14.00	Networking in small video groups/stands
14.00 - 15.15	Opening session - Experts Panel	14.00 - 15.30	Agile in the New Context
15.15 - 15.30	Virtual Cofee Break	15.30 - 15.45	Virtual Cofee Break
15.30 - 17.00	New ways of working	15.45 - 17.00	Closing - Keynote speech
17.00 - 18.00	Networking in small video groups/stands	17.00 - 18.00	Networking in small video groups/stands

Partnership Package ReShape Conference 2020

Benefits for the Main Partner:

- **Speech opportunity** - 5 min in the Opening Session in front of over 300 senior HR from the most prestigious companies in Romania and top entrepreneurs
 - **Virtual expositional stand** on the Conference Platform (the conference will take place on <https://myconnector.ro/>)
 - **Branding & Promotion**
 - ✓ Logo on **HR Club event page** (212,000 website pageviews in 2019)
 - ✓ Logo in **the newsletters dedicated to the event** (1,600+ contacts)
 - ✓ Logo on the Platform of the Conference (<https://myconnector.ro/>)
 - ✓ Promotion materials online during the online conference
 - ✓ **Social Media: 2 posts at your choice with logo** on [Facebook](#) (13,000+ followers) and [LinkedIn](#) (16,000+ followers)
 - ✓ Logo on **communication materials promoting the event** (event cover photo, email signature, Facebook cover photo, banners)
 - ✓ **Follow-up newsletter** with promotion materials
 - **5 free tickets to the event**
- **Investment: 4,000 EURO**



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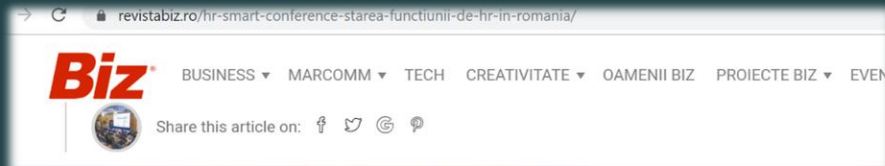
- **3 free tickets to the event**

- ▶ **Investment: 1,500 EURO**

- ▶ **OPTIONAL: Virtual expositional stand** on the Conference Platform (<https://myconnector.ro/>): **500 EURO**



Grow your brand with us, using a variety of channels



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