

New business realities.

Fresh HR perspectives.

**2011 CIPD ANNUAL  
Conference  
& Exhibition**  
In partnership with **Kenexa**



# CIPD Annual Conference and Exhibition Post Show Report 2011

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The **CIPD Annual Conference and Exhibition 2011** yet again proved why it's the **leading HR event of the year**. Nearly 4,000 ABC audited visitors visited Manchester Central in search of tools, tips and techniques to help them tackle the business realities they're facing in their organisation.

Over 3 days, leading suppliers of products and services in employee benefits, HR software, L&D, OD, coaching, talent and more spent quality time with conference delegates and exhibition visitors. A fantastic way to demonstrate how their products and services will help them overcome their business challenges.

**Exhibit with us in 2012 and you will :**

- generate new business sales leads
- raise your organisation's profile at the leading HR event of the year.
- engage with a high quality and targeted audience
- meet key decision makers face-to-face
- receive contact details of all visitors after the event to follow up business leads\*

# What the visitors said

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*The conference is a great opportunity to find out what's new in the market place, discuss with suppliers their products and services that could help our organisation support the development of our people.*

**Learning & Development Process Lead, United Utilities**

*It provided a really good forum to learn about market products and services that may benefit the organisation.* **HR Pay & Reward Manager, Tameside Council**

*This was a great chance to network and meet with various suppliers about products that were both new and familiar to me.* **Resourcing Advisor, Co-operative Group**

*A great opportunity to see all the key providers in one place.* **HR Manager – Europe, Lupin Ltd**

*An excellent opportunity to update knowledge on a number of suppliers in the HR field and under one roof and not having to trail the web.* **HR Consultant, Healthcare at Home**

*CIPD Annual Exhibition was great in 2011. I'm looking forward to putting what I learnt to good use in my organisation and will be making recommendations regarding some of the suppliers and exhibitors that I met.* **Management Development Facilitator, Alternative Futures Group Ltd**

# What the exhibitors said

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*Great venue and a great show offering the Gift Voucher shop an excellent opportunity to showcase it's new One4all Gift card to a truly superior calibre of delegates. We made many friends and a wealth of excellent contacts which will serve us well until we return next year.*

**Eamonn Dawson, Head of Business Development, The Gift Voucher Shop**

*This was the first visit to the CIPD Conference by the Exec Ed Team at Warwick Business School. We were looking to meet decision makers and budget holders. We were very pleased with the Seniority of attendees and made some excellent connections. We would definitely attend again as an exhibitor and felt it was good value for money.*

**Iona Thomson, Business Development Director, Warwick Business School**

*The exhibition allowed us to raise awareness of our resources for HR professionals and reach an otherwise difficult to target group. We had extremely positive feedback from delegates.*

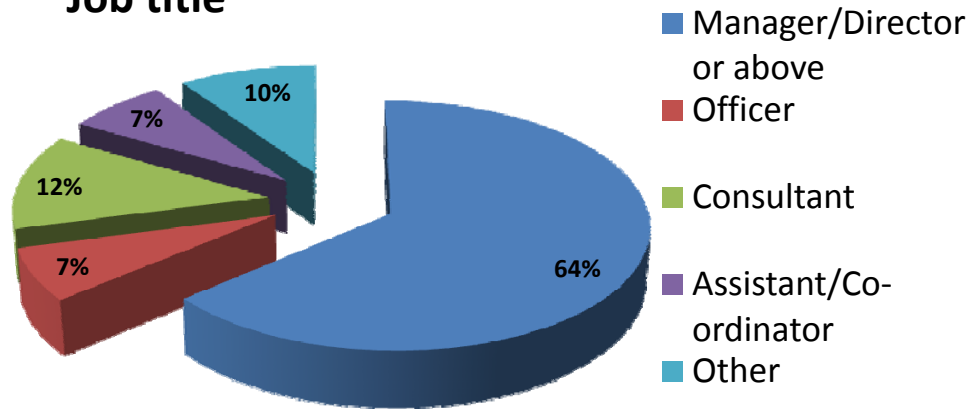
**Project manager, Working through cancer Macmillan Cancer Support**

*Great Show! It was great to be able to connect with our target buyers and have meaningful face to face conversations.*

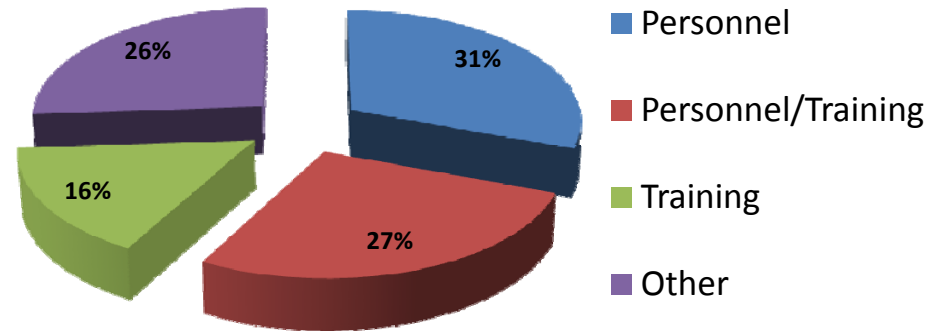
**Director, Global Strategy SilkRoad Technology**

# Who attends?

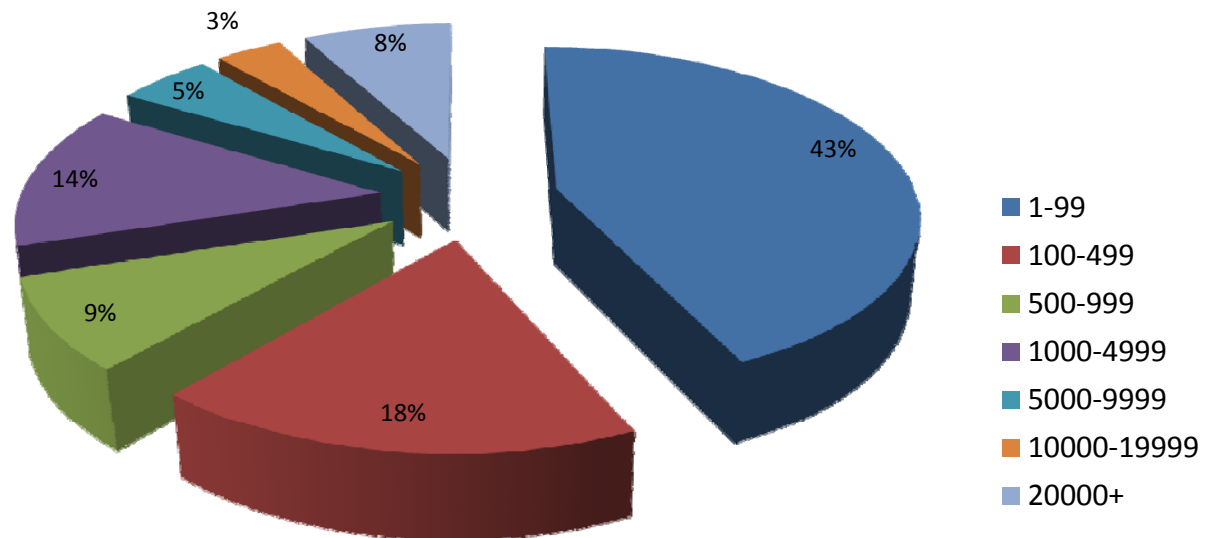
**Job title**



**Area of responsibility**

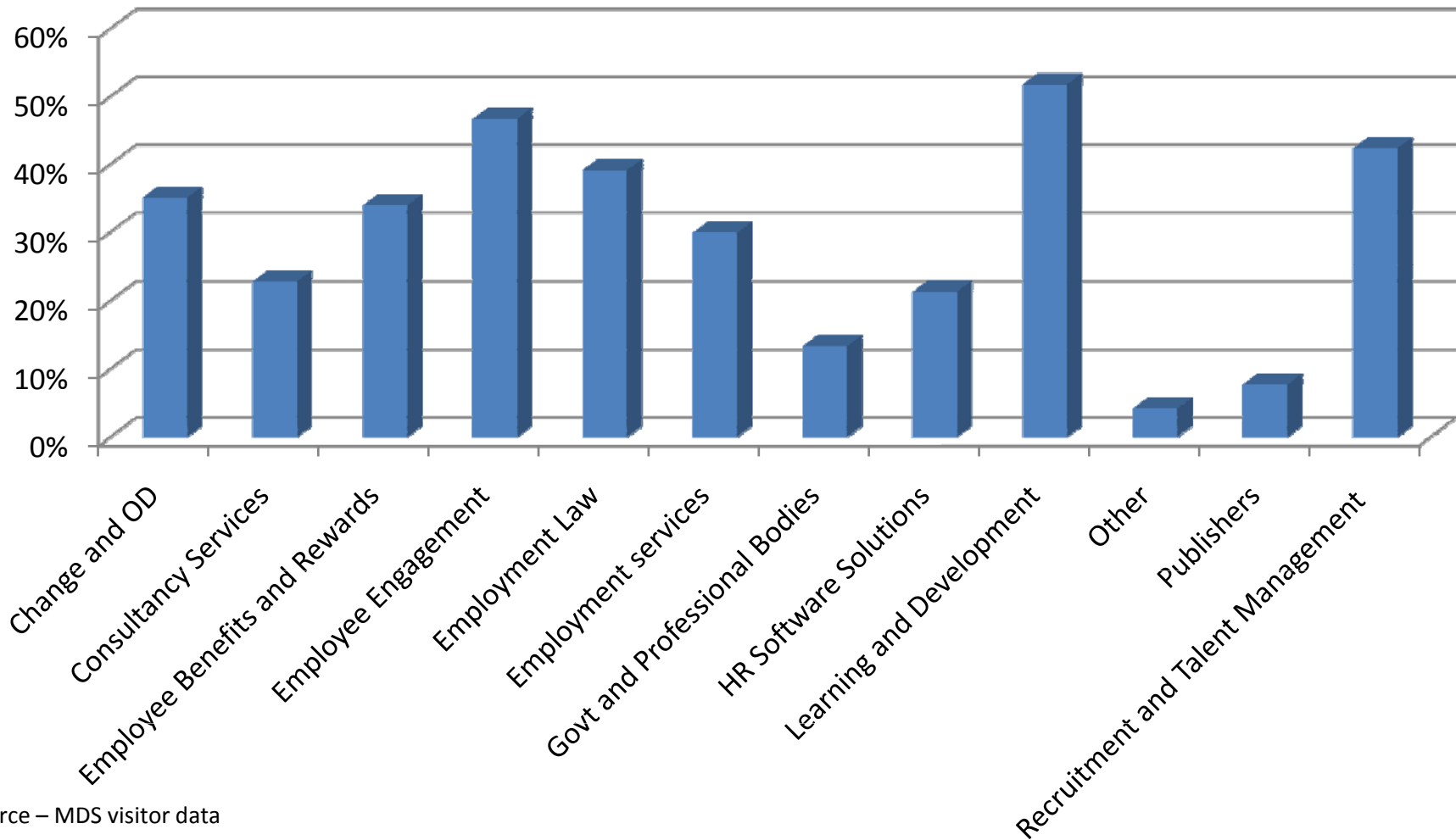


**Size of organisation**



Source – MDS visitor data

# What the visitors were looking for



Source – MDS visitor data

# Facts from the show

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- **88%** of visitors **would recommend the event to a colleague**
- **86%** of visitors felt the show **met their objectives**
- **81%** of visitors **did not attend any other event in 2011.**
- **79%** of visitors were **involved in the decision making process**
- **Nearly 2/3 of visitors** have either **made a purchase already** or are considering a purchase following the Annual Exhibition 2011.

Source – 2011 Visitor and exhibitor surveys



# 2011 marketing campaign



**Through an extensive marketing campaign, we bring you the right people, serious about making a purchase.**

- Direct mail and emails were targeted using the exclusive **CIPD database of over 130,000 CIPD members.**
- **230,000 direct mail pieces** were mailed during the campaign, and **over one million** personalised emails were sent out.
- **Print advertising in all relevant trade magazines** including People Management, HR Magazine, HR Director, Management Today, Training Journal, Manchester Evening News Business Supplement, Grapevine, Edge, Pay and Benefits, Recruiter, and more.
- **Over 350,000 Exhibition tickets/postcards** inserted in trade magazines
- **Online banners on relevant trade websites/emails** including People Management, Management Today, HR Magazine, Onrec and Grapevine.
- **Dedicated PPC and SEO campaign** to encourage website traffic from Google and a dedicated website within the CIPD website using the **latest SEO techniques** to improve natural results.

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**As well as your stand we also provide the following free marketing and PR support:**

- The opportunity to showcase your company's products and services in the Preview newsletter – sent to everyone who has registered for the event.
- Free unlimited exhibition tickets to give to clients
- Free show logo for your own promotional material
- Free web banners for your company website
- Free 3 day conference ticket
- Access to visitor data\*
- Free e-ticket to use in emails
- Free 50 word profile on the show website

\* Excluding those who opt out.



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The Annual Conference and Exhibition is taking place **6-8 November 2012 at Manchester Central** and remains the largest HR event in the UK .

**Let us introduce you to thousands of HR professionals in 2012.**

Please contact the sales team below for stand information and availability:

**The Exhibition Sales Team**

T: 020 8612 6180

F: 020 6812 6910

E: [exhibition-sales@cipd.co.uk](mailto:exhibition-sales@cipd.co.uk)

**We look forward to seeing you next year!**

