

# 2010 HRsoftware show

16-17 June 2010  
Olympia, London



## Post Show Report 2010

# HR Software Show 2010 Post Show Report

2010 **HRsoftware**  
show

The 2010 HR Software Show was yet again a huge success, attracting senior HR decision makers seeking technology and software solutions to transform their organisation's HR function.

Exhibitors took advantage of contact with 1400 visitors, and generated successful sales leads, as well as firm relationships with prospective business contacts.

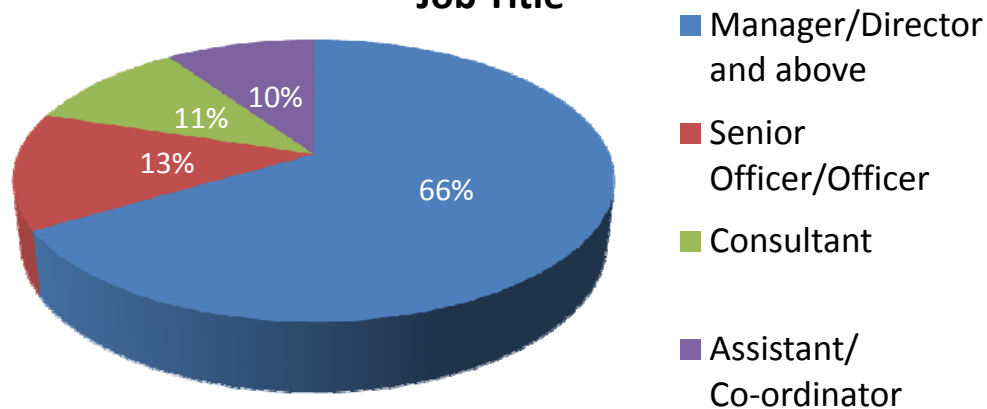
The event provided exhibitors with plenty of opportunities to meet HR senior professionals in person, and discuss the capabilities of their products to the people that needed to know.

Join us at the HR Software Show 2011 – call **020 8612 6180** or email **[exhibition-sales@cipd.co.uk](mailto:exhibition-sales@cipd.co.uk)**

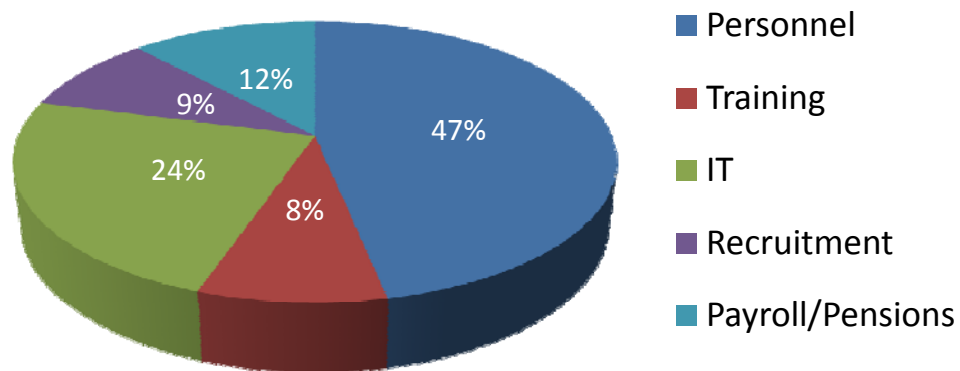
# Who attended...

## 2010 HRsoftware show

**Job Title**



**Area of responsibility**



**Attendees included senior decision makers from:**

- ASDA Stores Ltd
- Big Lottery Fund
- British Medical Association
- Cancer Research
- Centrica
- Domestic and General
- ESL Defence
- Hewlett Packard Ltd
- IKEA
- London Pensions Fund Authority
- Magnox Electric
- Metropolitan Police
- Panasonic Europe
- RBS Insurance
- Rolls Royce Plc
- Toshiba
- Whitbread Plc
- And many more..

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## The facts....

2010 **HRsoftware**  
show

- **90%** of exhibitors said that the HR Software Show met their objectives.
- **89%** of visitors did not attend any other exhibition in the last 12 months.
- **88%** of visitors would recommend the exhibition to a colleague.
- **85%** of visitors are part of the purchasing decision process.
- **74%** of visitors are likely/or have already made a purchasing decision following the HR Software Show 2010.
- The HR Software Show met **88%** of visitors' business objectives.

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## Testimonials....

2010 **HRsoftware**  
show

**A 2010 Exhibitor says:**

*“HRSS is a fantastic exhibition. This event enables us to meet a number of the right contacts who are sourcing products and services that we offer and deliver.” – **Cascade HR Ltd***

**2010 exhibition visitors say:**

*“I got everything I wanted and more ... if you are reviewing or sourcing a new HR Software system this is a must see event.” – **WNS Assistance***

*“It was well worth the visit, I now have a clearer idea about the software I want and I have now secured meetings with several suppliers to find out more about what they can offer us.” – **International Institute for Environment and Development***

*“It was useful to me prior to purchasing a new system as I was able to visit several suppliers in one day and get a feel for what was on offer. I will probably purchase from one of these suppliers rather than one that didn't attend.” – **Orbital Marketing Services***

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## Testimonials continued....

2010 **HRsoftware**  
show

*“A highly informative 2 days, I made some very useful contacts and found out about some products that I was not previously aware of.” – Hayssen Sandiacre Europe Ltd*

*“It was good to be able to make appointments to have a personal demonstration of the software and to be able to talk to the knowledgeable staff about any queries.” – Salts Healthcare Ltd*

*“Very informative show, which allowed access to suppliers and products we had not previously known about .”– Cranfield University*

*“I found the demonstrations from suppliers very valuable, as it gave me the opportunity to explore and question the software .”– Univar Ltd*

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# HR Software Show 2010 Marketing Activity...

2010 **HRsoftware**  
show

**Our highly targeted, multi-channel marketing campaign ensures we deliver to you a relevant audience who are serious and ready to make a purchase.**

Our extensive campaign to attract visitors includes:

- Advertising and over 185,000 inserts in leading trade publications including *People Management, HR Director, HR Magazine, Payroll Professional, Payroll World, Pay and Benefits, Recruitment International, The Recruiter* and more.
- Direct mail to over 9,000 senior HR professionals.
- Web banners, e-bulletins and targeted emails to HR and Recruitment professionals.
- Full use of CIPD's extensive database and website for market saturation.

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# HR Software Show 2010

## Exhibitor benefits...

2010 **HRsoftware**  
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In addition to the extensive event marketing campaign, we also provide **free marketing and PR support** exclusively to exhibitors.

### **We also provide:**

- Free e-ticket to use in emails
- Free use of web banners for your company website
- Free unlimited paper tickets
- Free use of show logo for personal promotional material
- Opportunity to showcase your company's products and services
- Free entry into the show directory
- Free entry onto the show website .

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# HR Software Show 2011

## Join us next year...

**2011** HRsoftware  
show

Next year the CIPD's HR Software Show will be held at Olympia London from 15-16 June.

Make sure you don't miss out on this fantastic opportunity to meet and interact with your future customers.

Call us today and let us discuss how we can help you achieve success in 2011.

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