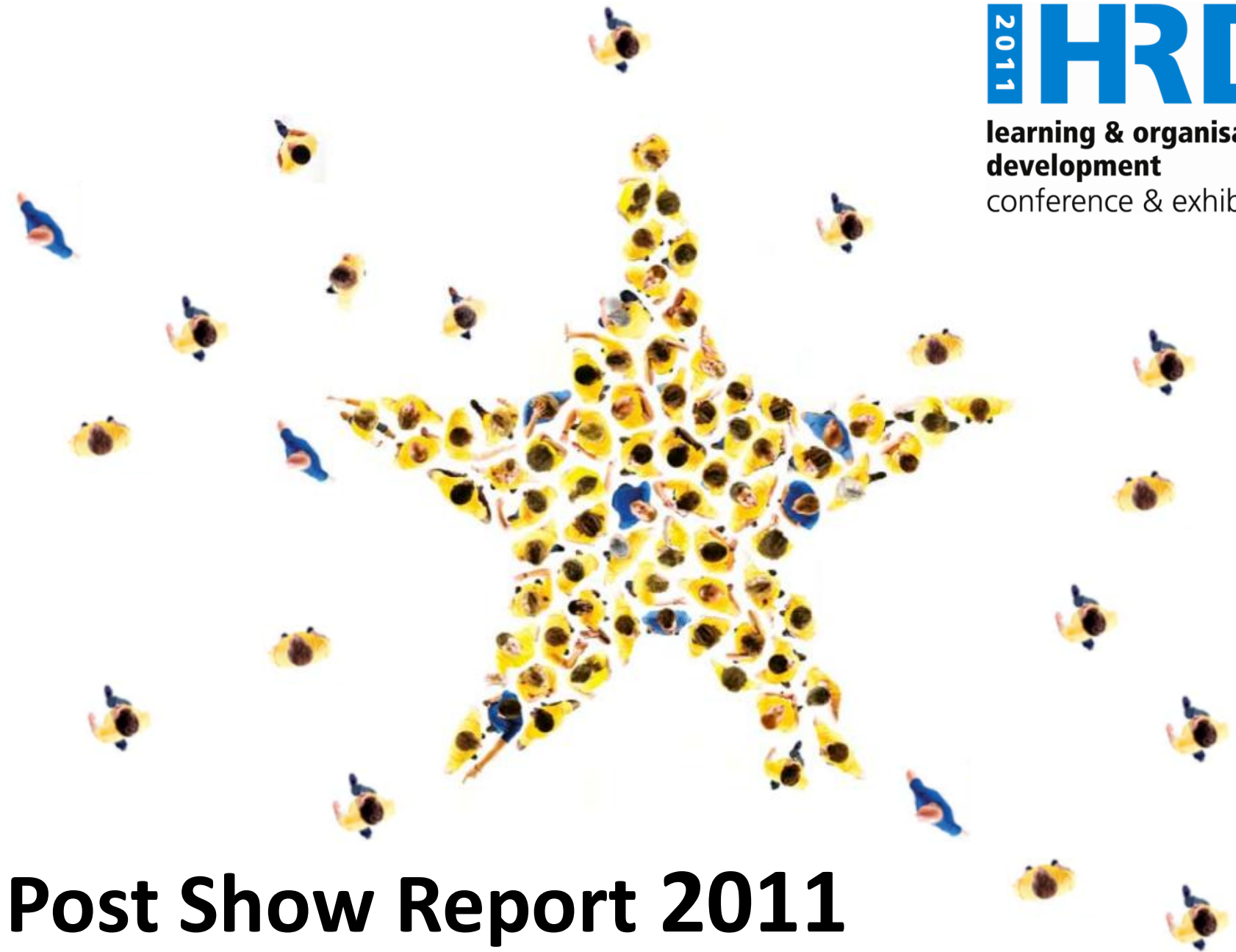


2011 **HRD**

**learning & organisation  
development**  
conference & exhibition



# Post Show Report 2011

# HRD 2011



The **CIPD HRD Conference and Exhibition 2011** yet again proved why it's the **leading L&D event of the year**. Almost 3,500 ABC audited visitors visited Olympia London in search of tools, tips and techniques to help them shape the future of their organisation.

Over 2 days, leading suppliers of products and services in 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 L&D challenges.

## **Make sure you exhibit at HRD in 2012 :**

- generate new business sales leads
- raise your organisation's profile at the leading L&D 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\*

\*terms and conditions apply

# WHAT THE VISITORS SAID....

*“A very diverse and informative event catering for all tastes, you could not walk away without gaining experience in something.”*

**Change Manager, BT**

*“A good range of suppliers, and I made some useful contacts who I've already followed up with. “*

**Senior Programme Manager – BBC**

*“Brilliant experience, especially the 'Learning Arena' as this was a useful, practical approach to showing the usability and saleability to others once leaving the HRD Exhibition.”*

**Researcher, Kings College London**

*“The greatest USP for HRD is you can get out as much (or as little) as you want. You can spend 1-2 hours simply browsing the exhibitors in order to update your knowledge - or include some learning for yourself by attending some of the taster sessions.”*

**Head of Talent, Associated Newspapers**

# WHAT THE EXHIBITORS SAID....

*“2011 saw the revival of HRD as the leading show for learning and development professionals and their suppliers.”*

**Director, Scott Bradbury Ltd**

*“Great meeting with customers, old and new, face to face, at such a great event. Looking forward to next year!”*

**Business Director, Belbin**

*“I really enjoyed the opportunity to meet so many of our alumni working in the sector.”*

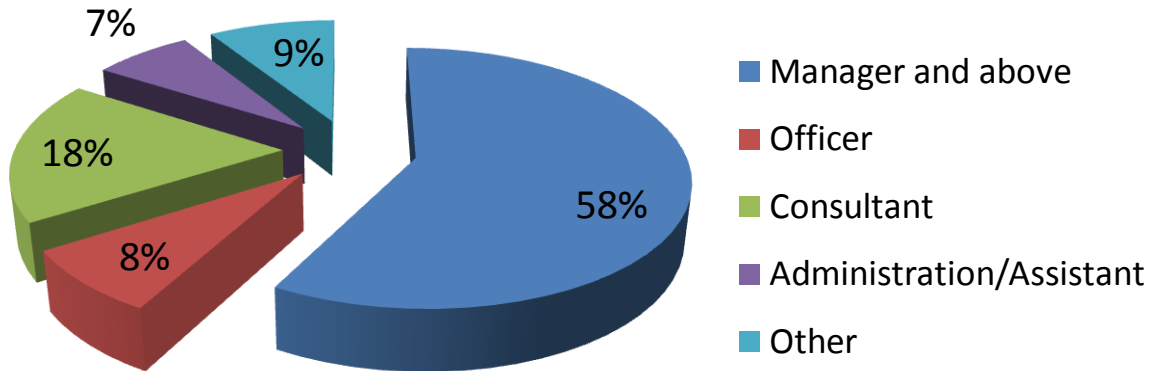
**Marketing Manager, Bournemouth University**

*“Well run event with some quality delegates attending. Some very useful contacts made.”*

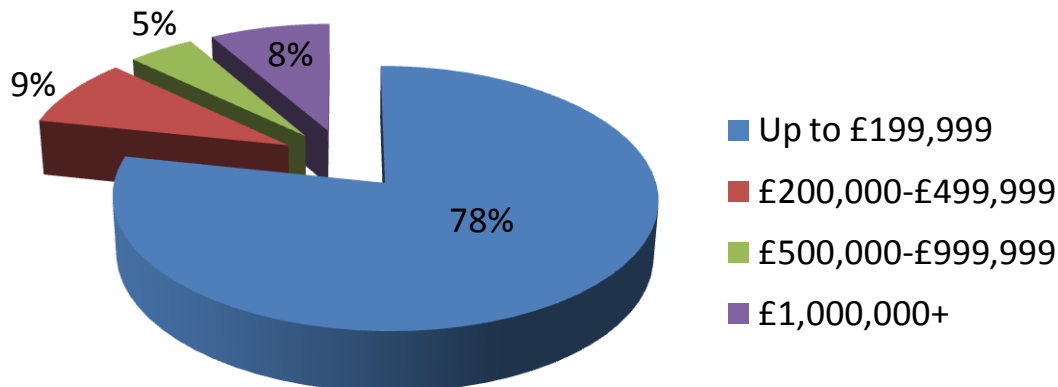
**Director, Total Awareness Coaching**

# WHO ATTENDS.....

### Job Title



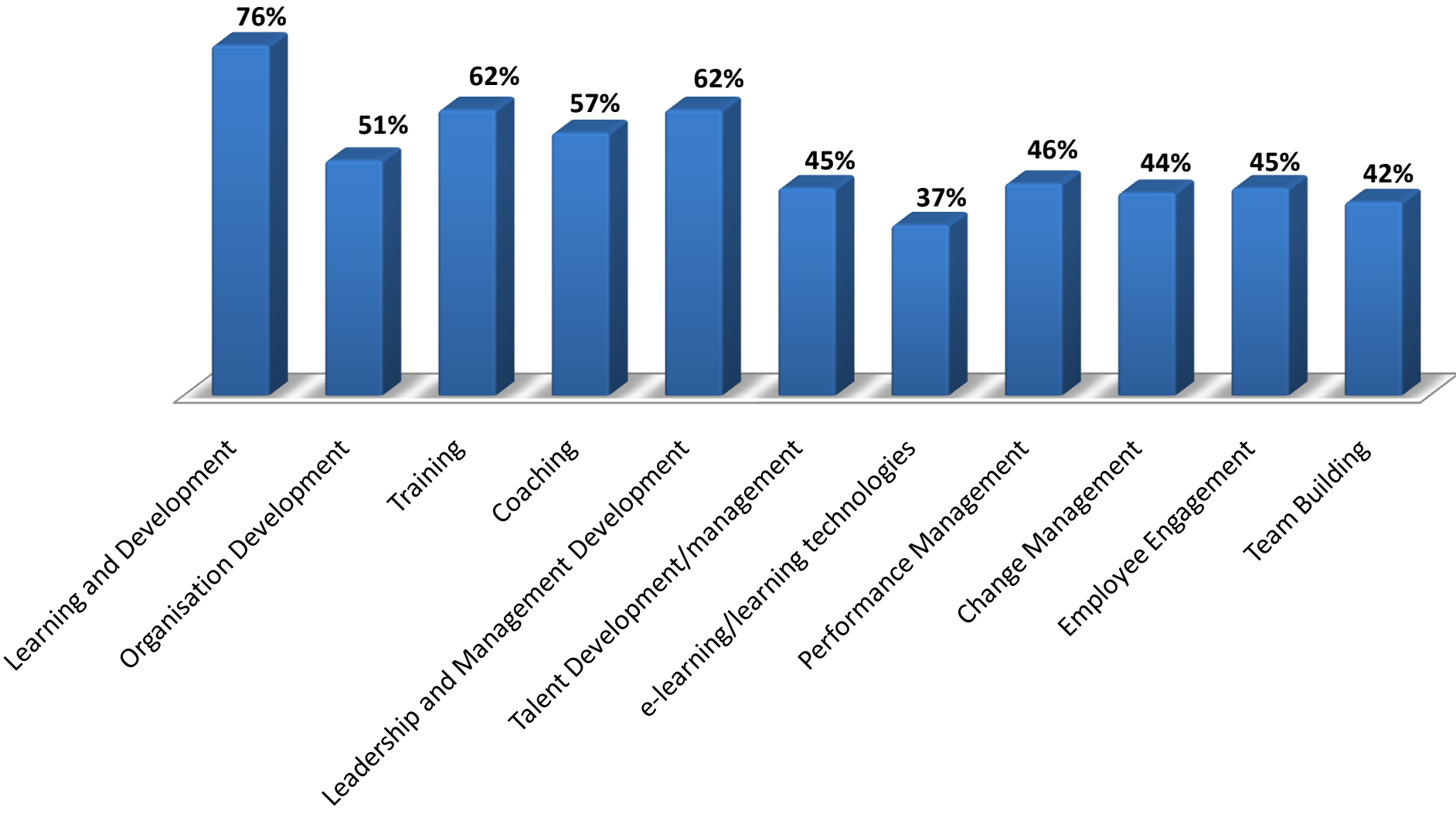
### Training Budget (per annum)



### Senior L&D professionals from the following organisations attended:

- Abbey National
- British Airways Ltd
- Centrica
- Coca-Cola Plc
- DVLA
- GlaxoSmithKline Plc
- Harrods
- Ladbrokes Ltd
- Metropolitan Police
- Nando's
- Pfizer Ltd
- Royal Mail
- J Sainsbury Plc
- Siemens Plc
- Shell UK Ltd
- The Walt Disney Company
- Tesco
- Virgin Atlantic Airways

# WHAT THE VISITORS WERE LOOKING FOR.....



# A FEW STATISTICS.....

**94%** of visitors are likely to attend the exhibition in 2012.

**91%** of visitors said the exhibition met their objectives.

**88%** of visitors would recommend the exhibition to a colleague.

**79%** of our visitors **only attend CIPD events.**

**72%** of visitors had influence on the purchasing decision.

**80%** of exhibitors met the right people at the exhibition.

**77%** of exhibitors said the exhibition was successful for them.

**72%** of exhibitors have already said they will exhibit next year.

# THROUGH AN EXTENSIVE AND INNOVATIVE CAMPAIGN, WE DELIVER THE RIGHT PEOPLE....



- Highly personalised **direct mail** sent to **over 220,000** L&D professionals.
- **Over 914,000 emails** sent to L&D professionals with links to personalised website pages.
- **Adverts** and **over 400,000 inserts** in leading trade publications including *People Management*, *Management Today*, *HR Magazine*, *HR Director*, *Training Journal* and more.

## Online:

- Dedicated event micro-site inclusive of personalised landing pages
- Promotions in relevant online bulletins and e-newsletters including HR Bulletin, HR Zone, Training Journal and more.
- Website banners on *ILM Edge*, *Training Journal*, *People Management* and more.
- Cross promotion with other relevant CIPD products and services including training courses and qualifications, publishing products, branches and forums.

## Other:

- Frequent inclusions in the weekly CIPD Update e-newsletter (to 129,000 subscribers)
- Monthly inclusions in the CIPD Events e-newsletter x5 (to 60,000+ subscribers)

Next year the **CIPD HRD Conference and Exhibition** will be held  
25-26 April 2012 at Olympia, London.

**Contact us today to book your stand for 2012.**

To discuss stand packages, contact

**The Exhibition Sales Team**

T: 020 8612 6180

F: 020 6812 6910

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

