

CIPD

2021 CIPD Northern
Conference

**Partnership
Opportunity**

About the CIPD

The CIPD is the professional body for HR and people development. We are independent and not-for-profit and hold a highly respected Royal Charter.

We are the voice of a worldwide community of more than 150,000 members committed to championing better work and working lives. We have been setting the benchmark for excellence in people and organisation development for more than 100 years.

For our members we're the career partner of choice, setting professional standards and providing the expertise to drive the HR and L&D professions forward.

We believe that work can and should benefit everyone – not just businesses and economies, but the people that drive them and the societies that they form part of too.

Our current strategy is focused on ensuring that the HR and L&D professionals of the future can fulfil their true potential to champion better work and working lives. At a time of unprecedented change, we have the vision, the agility and the strength to make a real difference for our members, for businesses, for the economy, and for all working people.

The CIPD regularly works with delivery partners to deliver industry-leading national and international conferences and events including the CIPD ACE conference, the CIPD's Festival of Work, and our regional flagship conferences.

About CIPD North

With more than 26,000 CIPD members across the Northern region, we sit at the heart of a proud and growing community of practitioners, members, partners, policymakers and thought leaders in the world of work.

Our purpose is to raise member voice and engagement in the region through relationships with HR leaders, employers and policy makers, alongside our network of members, volunteers to develop the profession and build our policy relevance and reach.

In addition to the CIPD Northern Annual Conference, we also deliver other exciting regional initiatives including HR Leader roundtables, topical webinars and policy events to name but a few.



About the Conference

The CIPD Northern Conference is the flagship regional event for people professionals across the north of England.

Like most conferences planned for 2021, our annual Northern conference will take place online.

The conference theme will be around driving good work and the role HR and L&D professionals need to play to effectively influence organisations to create meaningful opportunities, to embed ethical practices, and to cherish people - all while meeting their business objectives. These topics, in light of the current global pandemic, have never been so important.



With a mix of keynotes, panels, case studies and research-focused presentations, delegates will have the chance to hear the latest CIPD insights, and learn from the experiences of northern organisations tackling today's pressing issues.

This extremely popular conference is a firm-favourite for northern people professionals, with our 2020 conference being a sell-out with over 250 delegate bookings!

While we don't yet have final delegate numbers for our 2021 conference, indications from other CIPD events suggest that we should anticipate even more delegates this year.

Conference Marketing

We have a number of Event Partner opportunities for our Northern Annual Conference, which we are delighted to offer to you.

We will be promoting the conference to both members and non-members across the North of England, through a combination of an email campaign, articles in our monthly member newsletter (which reaches 32,000 subscribers), as well as across our social media channels; and well as the additional possibility of print advertising with our key event partner and People Management Magazine.

Our award-winning People Management Magazine has an audience of 142,000. It is an insightful and invigorating look at the world of business.



About the package

We are giving a limited number of Event Partners the opportunity to promote their expertise and to showcase the work that they are doing in the North of England and beyond.

Each of our event partners will have space on the conference platform to promote their organisation.

Event Partner Benefits

- a place on the Event Partners page on the digital conference platform featuring:
 - company logo
 - description
 - weblinks
 - contact information
 - and resource links
- 1 complimentary place at the conference
- 1 x main announcement of your attendance in social media posts on CIPD North's social media channels

Event Partner fee - £250 + vat

Conference Platform

The conference will be hosted on CrowdComms, a fully-integrated digital event platform which features live streaming, networking and polling, delivering an interactive and engaging digital event experience.



Further Information

Please contact **Tess Foy** for further information about this opportunity.

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Deadline for applications: 16th April 2021