

**CPHR**

British Columbia  
& Yukon

# Advertising & Sponsorship Guide

2024

[CPHRBC.CA](http://CPHRBC.CA)

# Connecting you with the right people in HR, at the right time, in the right place.

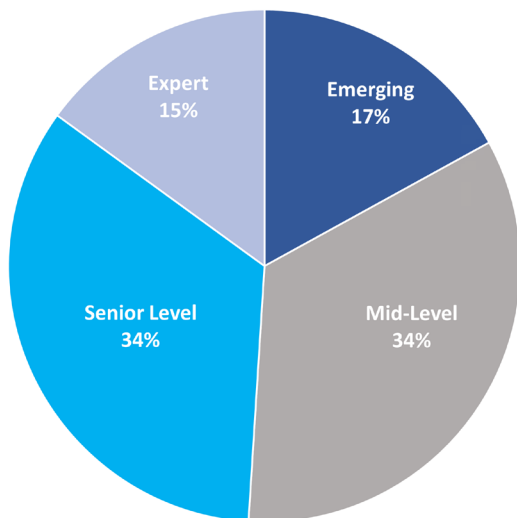
Chartered Professionals in Human Resources of British Columbia and Yukon (CPHR BC & Yukon) represents 8,000 Human Resource individuals and professionals from across British Columbia and Yukon. We are the largest CPHR organization in Western Canada with the most active and engaged membership. If your company is looking to market your products and services to HR Professionals and grow your business, we can help.

## REACH THE DECISION-MAKERS

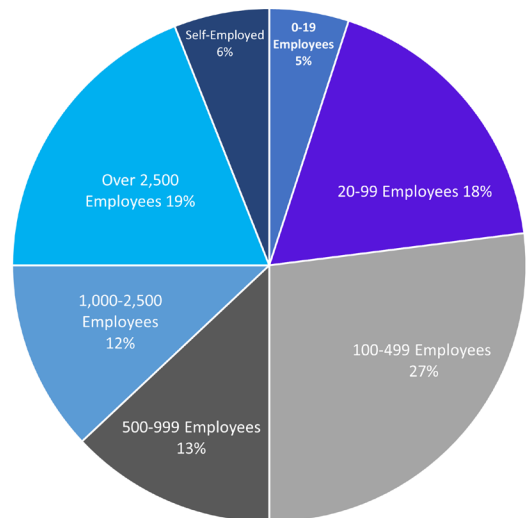
In a recent member survey, more than half the respondents stated they were mid to senior-level executives meaning they are either the decision makers or they influence their company's decisions.

*\* Results are based on a sample size of the membership during a 2021 survey*

Which best describes your HR competency level?

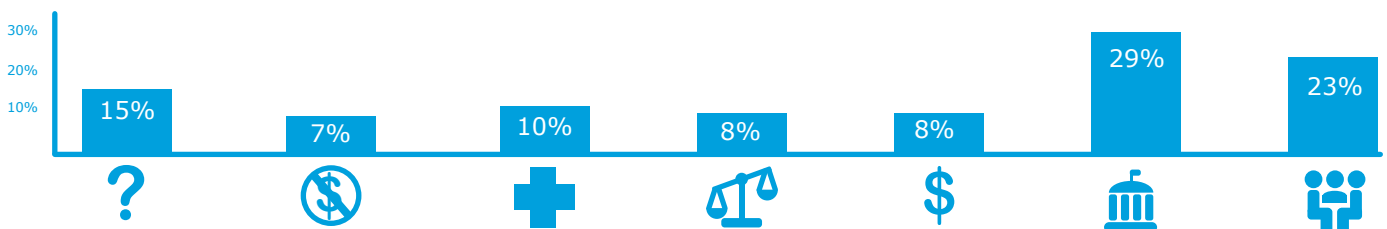


What is the size of the company you work for?



## CPHR BC & YUKON MEMBERS WORK IN THE FOLLOWING SECTORS:

Government, public, educational institutions, services, health and social services, not-for-profit, manufacturing, IT/software, business consulting, banking and finance, hospitality, recreation and tourism, construction, agriculture, energy and resources, storage and transportation, real estate, legal, engineering, telecom & communications, recruitment & staffing, insurance, automotive and more!



## A GOOD STARTING POINT

### INDUSTRY PARTNER MEMBERSHIP

If your company is not already a member of CPHR BC & Yukon, an Industry Partner membership provides organizations the opportunity to demonstrate their support of the HR profession while creating and strengthening their own business opportunities. You will gain access to the decision-makers, receive discounts on advertising as well as unparalleled marketing and promotion opportunities.

### BENEFITS

- » Company listing in the Industry Partner Directory, CPHR BC & Yukon's searchable online business directory of HR goods and service providers
- » Exclusive Industry Partner rate on digital ads
- » 10% savings on a booth at CPHR BC & Yukon's annual HR Conference & Expo
- » Recognition of a company's Industry Partner membership at the annual HR Conference & Expo, on social media and in PeopleTalk
- » Consideration to be featured in CPHR BC & Yukon's Community Showcase program
- » Opportunity to submit content for consideration as a presentation topic or for publication in PeopleTalk
- » Permission to display the CPHR BC & Yukon Industry Partner logo on your company's website and marketing materials as an Industry Partner Member

## ANNUAL FEE: \$780.00



## EFFECTIVE MARKETING - STRATEGIES & TACTICS

Whether your goal is to penetrate new markets, increase awareness for your company or generate new sales leads, we can help.

As a first step, email marketing is our most cost-effective solution to put your company in front of 10,000 subscribers, especially those who may not have heard about you before. Our “eBlasts” are used primarily to create awareness for a product, service or event from your company and give you exclusive messaging. While one email will provide you with a spike in viewers; the most effective email marketers use repeated messaging over a sustained period of time to influence purchasing decisions. Content is subject to approval from CPHR BC & Yukon.

### EBLASTS

- » Exclusive email marketing message about your company sent to 10,000+ email accounts that belong to HR Professionals across Western Canada (see samples below)
- » 41.5% open rate (approximate, actual rates may vary)
- » Includes post-mail-out report so you can track the effectiveness of each eBlast

### SUBMITTING AN AD

Once you have secured a date, please email your artwork the Monday one week before your eBlast to Kara kdouglas@cphrbc.ca and Ian iesplen@cphrbc.ca.

Please include the following:

- » 600 (width) x 480 (height) pixel image (.jpg, .gif or .png file types)
- » Email subject line
- » Link to landing page

Additional text can be purchased to run under the image. Cost of text is \$100 dollars for each 50 words. Example, 1-50 words is \$100 dollars, 51-100 words is \$200 dollars, and so on.

See rate sheet on page 11

### HTML OPTION

We also offer HTML advertising. These ads will be sent out in place of our traditional email blast ads (the above option) and give you the ability to communicate your message in the same way that you would send your own advertising emails. Content is subject to approval from CPHR BC & Yukon.

See rate sheet on page 11



## EMAIL ADVERTISING

Each week, our Professional Development team and Member Relations managers send out weekly communications with the latest information on education, events and more. This email is sent every Thursday or Friday and reaches all 8,000 CPHR BC & Yukon members and provides advertisers with an excellent branding opportunity.

Ads are 600 X 280 pixels in size and are located at the bottom of the email.


Please include the following:

- » 600 (width) x 280 (height) pixel image (.jpg, .gif or .png file types)
- » Link to landing page

See rate sheet on page 11




*Advertisement*

University of Victoria

### GAIN CONTROL WITH A PLAN


Unexpected events happen so let's be proactive and minimize disruptions.  
Continuing Studies at UVic offers online programs in operational resilience  
and business continuity planning.

Discover the programs



1101 - 1111 W. Hastings St.  
Vancouver, BC V6E 2J3

MAIN 604.684.7228  
EMAIL [info@cphrbc.ca](mailto:info@cphrbc.ca)



**People Leading Business.**

## THOUGHT LEADERSHIP

Over the past few years, with more and more people working online, organizations have turned to webinars to connect and educate their customer base. Because our members trust the content we endorse, we are seeing record registration numbers for our virtual offerings. One way to establish your expertise as a thought leader is through webinars and presentations. CPHR BC & Yukon hosts webinars to help members stay current on the latest information and education related to the HR industry.

## SPONSORED WEBINARS

- » Your content, your speaker in (1) 60-minute session (content must be approved by CPHR BC)
- » Hosted and fully executed by CPHR BC
- » 6-8 weeks of repeated marketing and promotion to 8,000 HR Professionals across BC & Yukon
- » Webinars generally attract between 100-300 attendees
- » Post webinar, the sponsor will receive a list of the attendees and their contact information (from those who have opted-in to provide)
- » You will also receive the results of the attendee's survey so you can understand how effective your webinar, speaker and content was

The image shows a screenshot of a webinar slide. The slide has a teal background with a white central area containing text. The title is "UNLOCKING POTENTIAL: EMPLOYEE ENGAGEMENT". Below the title, there are two columns of bullet points. The left column is titled "MEASURING EMPLOYEE ENGAGEMENT" and the right column is titled "CREATING A CULTURE OF CONTINUOUS IMPROVEMENT". At the bottom left of the slide is the "BUSINESS" logo, and at the bottom right is the "CPHR British Columbia & Yukon" logo. In the top right corner of the slide, there is a small video inset showing a man wearing a headset. At the bottom of the slide, there is a control bar with icons for Mute, Stop Video, Participants (24/310), Share Screen, Record, Q&A, and a red Leave button.

### Popular topics:

Employee and labor relations, workforce planning and mobility, health and wellness, inclusion, diversity and human connections, total rewards, HR technology and analysis and more!

See rate sheet on page 11

## ADVERTORIALS

Taking the form of an online article, Advertorials allow you to share content that is important for the HR industry, while also describing what makes your organization stand out. You are the author, and this is your opportunity to use your voice to share your expertise and describe your offerings or services. The advertorial will be featured on PeopleTalk Online, CPHR BC & Yukon's 24/7 HR hub, bringing together news and views on HR. The Advertorial will be posted within the category that fits best.

Advertorials can be between 600-1000 words and should be written to educate and inspire our readership of HR professionals. Please refer to our [Competency Framework](#) for ideas on how to customize the content to our audience.

- » PeopleTalk Online features may be promoted via CPHR BC & Yukon social media, dependant on content and availability.
- » All PeopleTalk Online content is endorsed by CPHR BC & Yukon, and therefore, must be approved by our team prior to publishing.
- » The advertorial may contain links to your own website, provided they are within the article itself.

Please contact [Robert Chorney](#) to learn more about Advertorial availability.

## ANNUAL HR CONFERENCE & EXPO

**2024 CONFERENCE: APR 30-MAY 1, 2024 AT THE VANCOUVER CONVENTION CENTRE**

This is the largest HR event of its kind in Western Canada. This signature event brings HR leaders together to learn, network and connect. Sponsorship packages and exhibitor booths are available at this must-attend event!

The 2023 event had more than 1,200 attendees and 80 exhibitors.

Exhibitors were also able to easily capture attendee's contact information at their booth.



For sponsorship inquiries including exhibitor booth information please contact Rob Chorney at [rchorner@cphrbc.ca](mailto:rchorner@cphrbc.ca)



## REGIONAL SYMPOSIUMS

Beginning in February, 2024, CPHR BC & Yukon's Professional Development team will be hosting a series of Legal symposiums across BC & the Yukon. Historically, these one-day educational sessions have been a must-attend event for HR professionals seeking to stay on top of changes in the HR legal landscape. Attendees will focus on evolving legislative requirements and considerations in the workplace, be equipped with tools and strategies to navigate a rapidly changing environment, reflect on challenges HR leaders are facing, and learn from seasoned workplace lawyers.

Target Audience: HR generalists, specialists, managers, directors, senior executives

Approximate attendance at each: 50-100

### LOCATION & DATES:

- » Feb 1, 2024 - Vancouver
- » May 30, 2024 - Richmond
- » Sep 26 & 27, 2024 - Prince George
- » Oct 11, 2024 - Nanaimo
- » Oct 24, 2024 - Whitehorse
- » Nov 7, 2024 - Kelowna

Various sponsorship, speaking and exhibiting opportunities are available, please contact us for more information.

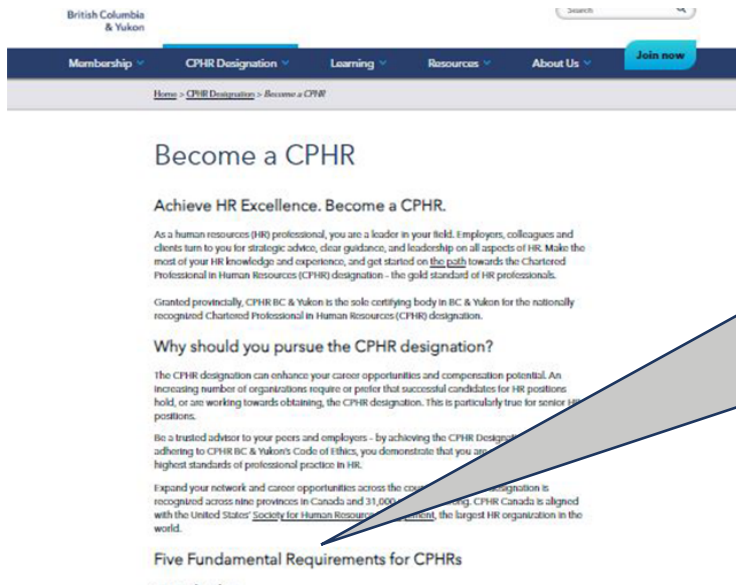


## WEBSITE ADVERTISING

Most Canadians spend at least 4-5 hours online every day, with 90% admitting they have made a purchase or registered for something after seeing it online. Reach HR decision-makers and get measurable results by advertising directly on the CPHR BC & Yukon website.

## CPHR BC & YUKON WEBSITE

The CPHR BC & Yukon website ([www.cphrbc.ca](http://www.cphrbc.ca)) website receives approximately 60,000 views per year. Align your offering with our brand for unparalleled exposure! Ads are sold on a per/month basis.



Website ads are 880 x 354 pixels in size and will be placed somewhere on the page, within the text, likely near the top.

## PEOPLETALK ONLINE ADVERTISING

PeopleTalk Online is CPHR BC & Yukon's 24/7 HR hub, bringing together the latest news and views with the thought-leading editorial of the quarterly PeopleTalk magazine, which is printed and distributed to the association's members. The website receives roughly 7,000 views each month. This is your opportunity to advertise and promote your products to decision makers in the human resources industry. Ads are sold on a per/month basis. See rate sheet on page 11.



PeopleTalk ads are 300 x 250 pixels in size and located on the right side of the article and home page.

For print advertising in PeopleTalk magazine, please contact Norma Walchuck at [nwalchuk@naylor.com](mailto:nwalchuk@naylor.com)

## CUSTOM PACKAGES

Many partners choose a custom package to achieve their specific needs. Not only do packages offer discounted rates, they provide a comprehensive, easy-to-execute marketing strategy, both online and in person.

### STARTER PACKAGE

This package offers companies an effective marketing campaign to help introduce your products and services to CPHR BC & Yukon members while also putting you at the centre of our most high-profile event.

- » 2 eBlasts
- » 1 standard exhibitor booth at the annual HR Conference & Expo

Fee: \$5,000 (Regular \$6,300)

### LEAD GENERATION PACKAGE

Our most popular package utilizes the best of everything to achieve high impact, high visibility over a sustained period of time.

- » 3 eBlasts
- » 1 sponsored webinar
- » 1 standard exhibitor booth at any Regional Symposium
- » 1 Bronze-level sponsorship package at the annual HR Conference & Expo

Fee: \$10,000 (Regular \$11,025)

### COMPLETE PACKAGE

The Complete package has been specifically designed to amplify the brand and establish thought leadership while also creating new face-to-face contacts and generating new business opportunities for your sales teams.

- » 3 eblasts
- » 1 sponsored webinar
- » \$2,500 online advertising credit
- » 1 Premium speaking opportunity at a Regional Symposium
- » 1 Silver-level sponsorship at the annual HR Conference & Expo

Fee: \$20,000 (Regular \$21,450)

\*\*Some advertising packages can be altered and customized to suit your specific needs\*\*

## RATE SHEET

PRODUCT	INDUSTRY PARTNER RATE	STANDARD RATE
Email Marketing		
1 X Stand Alone "eBlast"	\$1,100	\$1,300
HTML "eblast" Option	\$2,500	\$3,000
Ad in PD email for 3 mos (sent bi-weekly)	\$3,240	\$3,815
Ad in MRM email for 3 mos (sent bi-weekly)	\$3,240	\$3,815
Sponsored Webinars		
1 x 60 minute Session	\$2,150	\$2,450
3 x 60 minute Session	\$5,000	\$5,800
Online Advertising	Monthly Rate (3 Month Minimum)	
CPHR BC & Yukon Website (monthly/yearly page views)		
Page: Become A CPHR (5,000/60,000)	\$1,500	\$2,000
Page: Become A Member (2,000/24,000)	\$750	\$1,000
Page: Professional Development (1,300/16,000)	\$5,000	\$6,000
Page: Job Board (900/11,000)	\$3,000	\$4,000
PeopleTalk Online		
PeopleTalk Website (7,000 views per month)	Monthly Rate (3 Month Minimum)	
Home Page & Article location 300 x 250 px	\$835	1,255
Regional Symposiums		
1 X Premium Sponsor *(includes 1 X 60 minute speaking opp.)	\$4,000	\$5,000
1 X Deluxe Speaking *(includes 1 X 15 minute speaking opp.)	\$3,000	\$3,850
1 X Exhibitor Booth Only	\$795	\$1,000
Annual HR Conference & Expo		
Sponsorship Package	From \$5,500	
Exhibitor Booth	From \$3,400	
*please contact us for the full list of sponsorship benefits included in the symposium and conference packages		

## REVIEWS

*“Working with CPHR BC & Yukon is a natural fit. By aligning ourselves with another highly professional organization, we are able to effectively reach our key audience through their exceptional delivery methods - whether it is by promoting our valuable legal seminars to their membership, delivering targeted advertising in their publications or by sponsorship at their exceptional events!”*

**SANAM BAKHTIAR, DIRECTOR OF MARKETING, ROPER GREYELL LLP**

*“CPHR BC & Yukon has been a key industry partner in helping us connect with highly engaged and qualified decision-makers in Human Resources. We’ve had seen excellent outcomes from attending their symposiums and working with them to promote our content via eblasts and webinars. Their team has been supportive, professional and a pleasure to work with.”*

**NICO RUFFINI, FIELD MARKETING MANAGER, HUB INTERNATIONAL**

## ADDITIONAL OPPORTUNITIES

Over and above the opportunities listed in this guide, CPHR BC & Yukon will launch additional events and marketing opportunities throughout the year, both online and in person. These include student galas, virtual symposiums and in-person workshops to name a few.

For more information on all advertising and sponsorship opportunities please contact:

### **ROB CHORNER**

Manager, Sponsorship & Corporate Partnerships  
[rchorner@cphrbc.ca](mailto:rchorner@cphrbc.ca) or 604.694.6944