



CPHR
British Columbia
& Yukon

Cocktail Reception Sponsored By
TD TD Insurance

The top image shows a close-up of a cocktail reception table. In the background, large, illuminated letters spell out 'CPHR'. On the table, there is a white card with the text 'Cocktail Reception Sponsored By' and the TD Insurance logo. Next to the card are two small glass candle holders with white candles and a bouquet of yellow flowers.

Ad Guide 2026



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Why Advertise with CPHR BC & Yukon?

We connect you with the right people in HR at the right time and in the right place.

Chartered Professionals in Human Resources of British Columbia and Yukon (CPHR BC & Yukon) represents 8,500+ HR 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 66% have the respondents stated they were mid-to senior-level executives**, meaning they are either the decision-makers or they influence their company's decisions.

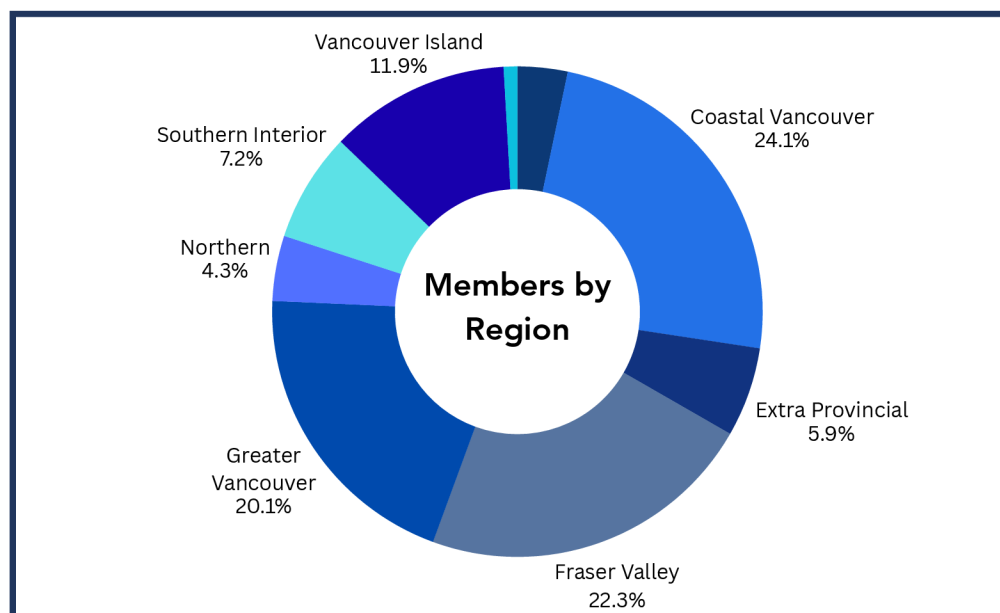
The top five industries that members currently work in include:

- Government / Public Sector Agencies
- Educational Institutions & Services
- Not-for-profits
- Health & Social Services
- Business Consulting

The top five areas that members have worked in over the past two years are:

- Recruitment & Talent Planning
- HR Operations
- Employee & Labour Relations
- People Management & Coaching
- Compensation, Payroll, and Benefits

*Results are based on a sample size of the membership during a 2024 survey



Industry Partner Membership

A recommended starting point in advertising with CPHR BC & Yukon

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 your company's Industry Partner membership at the annual HR Conference & Expo, social media, in PeopleTalk Magazine, and PeopleTalk Online
- 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 Magazine and PeopleTalk Online
- 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: \$803



Sponsored lunch by an Industry Partner at HR Conference & Expo 2025

Email Marketing

Whether your goal is to penetrate new markets, increase awareness for your company, or generate new sales leads, we can deliver your messages to a high-value target audience.

As a first step, email marketing is our most cost-effective solution to put your company in front of subscribers, especially those who may not have heard about you before. Our e-blasts 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.

Newsletter Ads

Our Professional Development team sends email newsletters with the latest information on education, events, and more on alternating Fridays. With an ad placement in a PD Newsletter, your marketing messages can reach 13,000+ recipients.

Each campaign includes 1 ad placement that will be sent out once every 2 weeks for 3 months (6 ad placements in total). There is a maximum of 1 ad placement per newsletter, so secure your dates early.

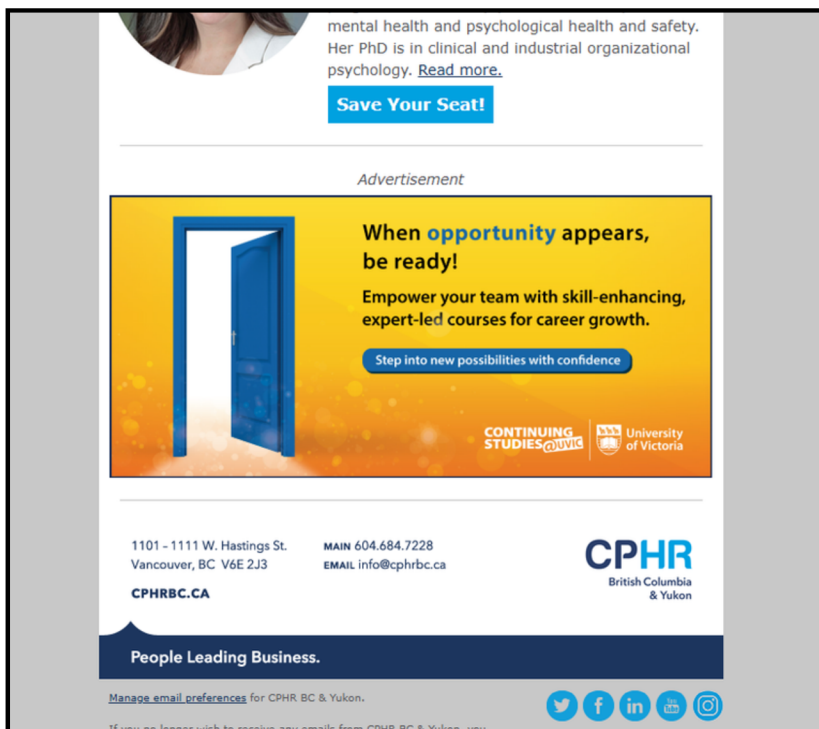
>> Specifications:

- Artwork (.png, or .jpg)
 - 600 (width) x 280 (height) pixels
- URL to your landing page
- Your ad will be located at the bottom of the email newsletter
- Complimentary post-send reports are available by request

Rate:

Regular: \$3,900
Industry Partners: \$3,400

Sample PD Newsletter ad placement



E-Blasts

- Exclusive email marketing message about your company or products sent to 11,000+ email addresses that belong to HR professionals across Western Canada
- 41.5% open rate (approximate; actual rates may vary)
- Complimentary post-send report, so you can track performance (by request)

>> Standard E-Blast Materials:

- Artwork (.png, or .jpg)
 - 600 (width) x 480 (height) pixels
- Email subject line
- URL to your landing page

>> Optional Extra:

- Text: Add text below your image to strengthen your marketing message
 - \$100 per 50 words

Rate:

Regular: \$1,500

Industry Partners: \$1,300

Sample e-blast advertisements

This sample e-blast advertisement for Harris features a dark blue header with the CPHR British Columbia & Yukon logo. The main content area is white with the word "ADVERTISEMENT" at the top. It promotes "UPCOMING EDUCATIONAL EVENTS" with two seminars: "EMPLOYMENT CONTRACTS ONLINE FOUNDATIONS SEMINAR" on March 4 and "ATTENDANCE MANAGEMENT HYBRID FOUNDATIONS SEMINAR" on April 17. Each seminar includes an icon, title, and time. The Harris logo and a "Find Out More" button are at the bottom. A footer contains contact information and a disclaimer.

CPHR
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ADVERTISEMENT

BE THE EXPERT YOUR TEAM RELIES ON
UPCOMING EDUCATIONAL EVENTS

**EMPLOYMENT CONTRACTS
ONLINE FOUNDATIONS SEMINAR**
9 AM - 12:30PM | MARCH 4

**ATTENDANCE MANAGEMENT
HYBRID FOUNDATIONS SEMINAR**
9 AM - 2 PM | APRIL 17

HARRIS [Find Out More](#)

Interested in advertising with CPHR BC & Yukon?
Please contact our [Business Development team](#) for more information.

This is a paid advertisement. CPHR BC & Yukon is not responsible for the content or claims of, nor does it provide endorsement for, the advertisers, products or services contained above.

1101 - 1111 W. Hastings St. MAIN 604.684.7228
Vancouver, BC V6E 2J3 EMAIL info@cphrbc.ca

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This sample e-blast advertisement for UKG features a dark blue header with the CPHR British Columbia & Yukon logo. The main content area is white with the word "ADVERTISEMENT" at the top. It promotes "The AI Playbook for Smaller HR Teams" by UKG, featuring a photo of a woman using a smartphone. The text highlights the benefits of AI for HR and includes a "Download now" button. The footer contains contact information and a disclaimer.

CPHR
British Columbia
& Yukon

ADVERTISEMENT

UKG

EBOOK

**The AI Playbook for
Smaller HR Teams**

Save time, make better
informed decisions,
and boost employee
engagement.

[Download now](#)

AI can help your HR team streamline tasks such as recruiting, onboarding, benefits administration, and managing data. [Download](#) a complimentary copy of UKG's AI Playbook to explore the benefits of AI for HR, including guidelines for transparency, training, and ethical use. Plus: Build an action plan for AI. Worksheets included.

Interested in advertising with CPHR BC & Yukon?
Please contact our [Business Development team](#) for more information.

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Thought Leadership

As more and more people work 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 speaker(s) will have the opportunity to present on a topic relevant to the HR profession in a 60-minute session. Hosted, promoted, and fully executed by CPHR BC & Yukon, your brand and webinar will be exposed to 6-8 weeks of repeated marketing to 9,000 HR professionals across BC and Yukon. Depending on the topic, we can expect 100-300 attendees. Please note that content must be approved by CPHR BC & Yukon and should be presented in an informative manner that is not too sales focused.

>> You'll Also Receive:

- A list of attendees and their contact information (if they opted to share this)
- Feedback through the attendee post-event survey, such as:
 - Reception to the topic and message
 - Thoughts on your product or service
 - Effectiveness of the speaker

Rate:

Regular: \$2,550
Industry Partners: \$2,250

Sample sponsored webinar

>> Popular Topics:

- Employee & labour relations
- Workforce planning & mobility
- Health & wellness
- HR technology & analysis
- Diversity & inclusion
- Human connections
- Total rewards
- Industry trends



Annual HR Conference & Expo

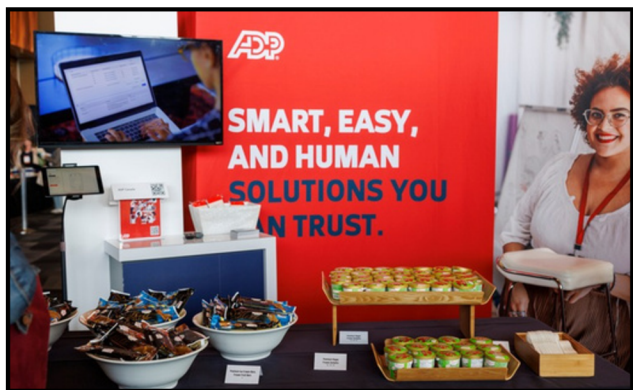
The HR Conference & Expo 2026 will take place from May 5-6, 2026 at the Vancouver Convention Centre, East Building (Canada Place).

As 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 is a must-attend event!

The 2025 edition of this event had more than 1,400 in-person attendees and 80 exhibitors. Over two-thirds of attendees were decision-makers in their organizations.

Sponsors and exhibitors were able to capture the attention of attendees and collect contact details at this event. Examples of value-added booths include an ice cream station, branded lounge areas, and keynote speaker meet & greets.

For additional information, please refer to the Conference Sponsorship & Exhibitors Guide. This can be provided by Rob Chorney, Sponsorship & Corporate Partnerships Manager, at rchorner@cphrbc.ca.



Activations and exhibitions at HR Conference & Expo 2025

Regional Events

Each year, CPHR BC & Yukon hosts a series of symposiums (mini conferences) in different cities around British Columbia. These must-attend events are how our members stay atop of changes in the workplace while also earning CPD hours, a necessary component for maintaining their CPHR designation each year.

As a sponsor or exhibitor at these events, this is your opportunity to keep your finger on the pulse of our industry, create new face-to-face connections, and generate new sales leads for your business.

For additional information, please refer to the 2026 Regional Symposiums Partnership Opportunities document. This can be provided by Rob Chorner, Sponsorship & Corporate Partnerships Manager, at rchorner@cphrbc.ca.

Event Dates & Locations

Feb 26	<i>Vancouver</i>	Legally Tech Symposium
Mar 12	<i>Victoria</i>	Legally Tech Symposium
Sept 24 & 25	<i>Prince George</i>	Northern Symposium + Social
Oct 15	<i>Whitehorse</i>	Legally Tech Symposium
Nov 5	<i>Kelowna</i>	Legally Tech Symposium
Dec 3	<i>Virtual</i>	Year-End Legal Symposium

(Note: Event dates and locations may be subject to change)



2025 Yukon Symposium Meeting Room & Stage



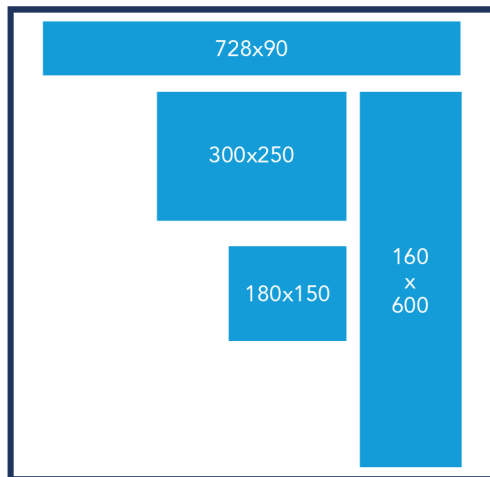
2025 Northern Symposium Trade Show

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 CPHR BC & Yukon's websites.

CPHR BC & Yukon Website

The CPHR BC & Yukon website (www.cphrbc.ca) receives approximately 2.3 million views per year. Website visitors can accept an optional cookie, which will follow them as they



Advertisement Sizes

visit other websites and reach them with ads wherever they go online. By showing relevant, targeted ads to past website visitors, you increase brand awareness and drive engagement with your ideal customer.

There are four required display ad sizes, which can be in .PNG, .JPG, and .GIF format.

Rate:

Regular: \$2,550

Industry Partners: \$2,250

PeopleTalk Online Website

PeopleTalk Online (www.peopletalkonline.ca) is CPHR BC & Yukon's blog, curated with news, trends, and editorial articles about the HR profession. This website receives an average of 2,000 views per month. Promote your products, services, and brands on banner ads placed on the home page, as well as the content pages.

Sample advertisement

>> Specifications & Details:

- Banner ads are sold on a monthly basis
- Image size (.png, .jpg): 300 (width) x 250 (height) pixels

Rate:

Regular: \$1,255

Industry Partners: \$835



Reviews & Testimonials

"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

Beyond the opportunities listed in this guide, CPHR BC & Yukon will launch additional events and marketing opportunities throughout the year. Taking place in-person and virtually, these may include events for students, regional networking, and workshops.

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

Rob Chorner

Sponsorship & Corporate Partnerships Manager

rchorner@cphrbc.ca

604.694.6944