



PERSONNEL TODAY
AWARDS 2019
Celebrating the best in HR

19 November 2019 | The Grosvenor House Hotel | Park Lane, London

ABOUT THE AWARDS

The Personnel Today Awards is the biggest event in the HR calendar. It has been running for the last 20 years and during that time, hundreds of HR teams across the UK have joined us in London to celebrate excellence within the industry.

During the course of your partnership with us, you will enjoy a dynamic campaign consisting of ten months of brand marketing and exposure, lead generation and networking, excellent editorial coverage, not to mention the post Awards PR opportunities.

Partnering the Personnel Today Awards aligns your organisation with this prestigious event with past hosts of the evening including Sue Perkins, Gaby Roslin, Claudia Winkleman, Rob Brydon, Alexander Armstrong and Hugh Dennis. Being associated with such an event raises your profile among your own clients and potential new clients, drives lead generation for your sales team and presents fantastic networking opportunities with the most senior HR Directors, all culminating in a very enjoyable evening.





THE CATEGORIES

Apprenticeship Employer of the Year
Diversity and Inclusion - Private Sector Award
Diversity and Inclusion - Public Sector Award
Employee Benefits Award
Employee Engagement Award
Employer Branding Award
Employment Law Firm of the Year
Excellence in HR through Technology Award
Excellence in Learning and Development Award
Excellence in Public Service HR Award
Graduate Scheme of the Year

Health and Wellbeing Award
HR Consultancy of the Year
HR Director of the Year
HR Impact Award
HR Supplier Partnership Award
HR Team of the Year
Innovation in Recruitment Award
L&D Team of the Year
Managing Change Award
Talent Management Award
Overall Award

2019 CATEGORY PARTNERSHIP PACKAGE

Promotion of the Awards is split into five campaign phases.

Phase 1 - Awards launch

Phase 2 - Entry generation stage

Phase 3 - Table sales promotions

Phase 4 - Awards night

Phase 5 - Post Awards coverage and PR

Our 'Category' partners enjoy significant marketing across all five phases raising your company brand and profile whilst driving lead generation.

2019 GOLD CATEGORY PARTNERSHIP PACKAGE

The Promotion of the Awards is split into six campaign phases.

Phase 1 - Awards launch

Phase 2 - Entry generation stage

Phase 3 - Table sales promotions

Phase 4 - **Shortlist drinks reception, networking event**

Phase 5 - Awards night **with 2 gold tables**

Phase 6 - Post Awards coverage and PR

Our 'Gold' partners enjoy significant marketing across all six phases raising your company brand and profile whilst driving lead generation.



MARKETING CAMPAIGN OVERVIEW

Emails

- 1-2 award emails every two weeks throughout the campaign with sponsor logos on each. Sent to an average of 11,500 subscribers.
- Sponsor spotlight section in one of our awards email with full company bio, logo and link.
- Awards promotion in our daily newsletters (240,000+ subscribers).

Display banners

- Banners on our website throughout campaign with sponsor logo.

Social Media

- We'll share proud sponsor logos and bespoke social media content with you to share with your audience and we will also share on LinkedIn, Facebook and Twitter.

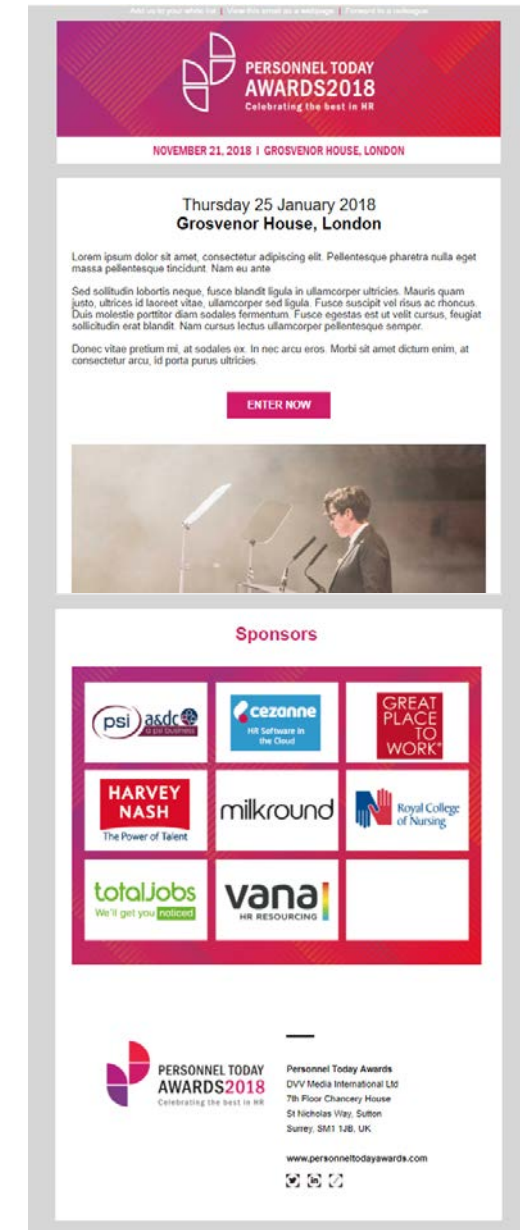
Editorial

- Editorial content throughout the campaign driving traffic to our awards website and our sponsors. Opportunities for editorial collaborations highlighting your sponsorship.

Website

- Sponsors will be featured on the home page as well as the category sponsor page with logo, bio and links.

For promotion on the awards night, please refer to the campaign phases.



PHASE 1 - AWARD LAUNCH

- Home page take-over of PersonnelToday.com including all partner logo's
- Editorial content announcing the Awards and the partners' categories on PersonnelToday.com
- Official Personnel Today Awards website launched
- Email to Personnel Today Awards database (11,500) with linked partner logo
- Social media content

PHASE 2 – CALL TO ENTRY

- Personnel Today Awards call to entry fully promoted on personneltoday.com A call to entry and link to the Awards website will be included in frequent editions of PersonnelToday.com newsletter (53,700 weekly email subscribers), as well as on PersonnelToday.com Email to Personnel Today Awards database (11,500) including linked partner logo, reminding of entry deadline.
- Partner will be supplied with official Personnel Today Awards logo to include on own website and marketing as well as bespoke social media content.
- Partner will be supplied with electronic version of the entry form to forward onto client database to encourage entries.

AWARDS WEBSITE

- The website will include all details about the Awards, listing all the categories, partners, and will enable visitors to download an entry form and book a table.
- Partner's logo and 50 word profile to appear on PersonnelTodayAwards.com linking to partner web page
- Partner information to appear under category on PersonnelTodayAwards.com

PHASE 3 – TABLE SALE PROMOTION

- Partner's logo to appear on announcements on PersonnelToday.com promoting the table sales
- Partner's linked logo to appear on email sent out to database
- A call to book tables and link to the Awards website will be included in frequent editions of PersonnelToday.com newsletter, as well as on PersonnelToday.com
- Partner will be supplied with names of the organisations shortlisted in their category and bespoke social media content to promote.

PHASE 4 – THE AWARDS CEREMONY – NOVEMBER 2018

- Partner's logos to appear on Awards invitations.
- One premium position table (10 places).
- Reduced rate for any extra tables purchased by the partner
- Partner's logo to appear on high quality guest list distributed on the night.
- Partner's logo to appear on menu/programme of events.
- Partner's logo to appear on certificate presented to their winner and shortlisted teams. logo be on view throughout the night on the big screens and all signage.
- Award to be presented by a representative from the partnering company with name-check from the celebrity host Partner's

PHASE 5 – POST AWARD AND PR

- A full write-up about the Awards ceremony will appear on PersonnelToday.com, with partners' categories mentioned.
- An email will be sent out immediately after the Awards announcing the winners, ensuring maximum open rates.
- This will include partner's linked logo.
- Partner's name will appear on press releases going out after the Awards, announcing the winners.

SOME OF THE 2018 ATTENDEES

- | | | | |
|---|--|------------------------------|-------------------------------|
| AstraZeneca | Direct Line Group | JCA Global | oneSource |
| Audley Group | DPD Group | Johnson Service Group | OraclePanopto |
| Aviva | DVLA | Johnsons Apparelmaster | Parliamentary Digital Service |
| Balfour Beatty | Dwr Cymru Welsh Water | Kent Police and Essex Police | PPMA |
| Barclays | Employers Network for Equality & Inclusion | Kerry Foods | Questback |
| BMA | Ericsson | KP Snacks | Receipt-bank |
| BMJ | ESP Law | L&Q | Reed Global |
| Brakes | Eversheds Sutherland | L3 TRL Technology | ResourceBank |
| Britannia Pharmaceuticals | Eyzon | Lawn Tennis Association | Rosetta Stone UK |
| British Heart Foundation | Financial Ombudsman Service | Leeds Building Society | Royal Bank of Scotland |
| BT | Flagship Group | Lloyds Banking Group | Sainsbury's |
| Bupa | Fosway Group | London Borough of Croydon | Santander |
| Cabinet Office | Fujitsu | London South Bank University | Savills |
| Capital Law | Funeral Partners | LSE | Skillsoft |
| Centre for Economic and Business Centrica | Galliard Homes | Macmillan Cancer Support | Tata Steel |
| Ceridian Europe | Guardian Jobs | MBDA UK | TeachFirst |
| Cezanne HR | GWR | McLaren Group | The Coop |
| Charles Stanley & Co | Hays | Mercer UK | The Insolvency Service |
| Computershare | Health Education England | Michael Page | TMP Worldwide |
| CPP Group | Heathrow | Ministry of Defence | TUI Group |
| CrossCountry Trains | HM Land Registry | Mitchells & Butlers | UK Power Networks |
| Crossland Employment Solicitors | HM Revenue & Customs | Morgan Stanley | Victoria & Albert Museum |
| Cygnat Health Care | Innecto Reward Consulting | MTR Crossrail | Virgin Media |
| Daisy Group | Ipsos MORI | National Express | Virgin Money |
| Dental Partners UK | ITN | Odeon Cinemas Group | William Hill |
| Department for International Trade | Its Developmental | Ofsted | XpertHR |
| | | Oleo | YHA |
| | | | Yodel |

TESTIMONIALS

“It was a fantastic evening from start to finish. To be in a room full of passionate professionals who care deeply about what they do was inspirational. We didn't come home with a trophy this year but we will be back next time with an even stronger entry. Thank you to Personnel Today and all of the sponsors for your hospitality”

James Cotter, UK Power Networks

“The evening was totally brilliant. A really positive and energetic vibe. Superb opportunity to really celebrate with team members and let your hair down for a good knees up. HR professionals like to have fun too”

**Liesje H Turner, Assistant Workforce Director,
University Hospitals Morecambe Bay NHS Foundation
Trust**

“This was my first year in attending these awards. The atmosphere was electric and inspiring. Seeing a room full of highly motivated business teams all supporting each other and celebrating their nominations made us want to be considered for more categories next year”

**Julian Hodgkinson, Regional Development Director,
Funeral Partners.**

“A great event for recognising team and individual efforts. The enthusiasm and energy associated with the awards is excellent and helps to build a feeling that simply to be at the awards is something special.

A great team builder”
**Martin Tiplady, OBE Managing Director Chameleon
People Solutions Ltd**



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