

# HR LEADERSHIP CONFERENCE 2018



**SPONSORS  
BROCHURE**

**Leadership Reinvented**  
Moving Forward in the Digital Age

**2018**

**FEBRUARY 22-23**

Grand Auditorium, Philippine Stock Exchange Center,  
Ortigas Center, Pasig City

[www.hrleadershipconference.com](http://www.hrleadershipconference.com)

# ABOUT THE EVENT

## ABOUT THE EVENT

The 8th Annual HR Leadership Conference brings out the Digital HR Leader in You. Digital Transformation is not just about technology. As Business and Human Resource professionals, we need to lead our teams to adapt to the changing business environment, embrace progress and innovate. This conference brings together Business Leaders and HR experts to share solutions to help your people and your organization move forward in the Digital Age.

- Become a Digital HR Leader
- Lead your people to peak performance in the age of digital distraction
- Learn Reverse Mentoring and how to deal with multi-generational workplace issues
- Discover solutions for the evolving workplace

### **Who should attend:**

HR Professionals, Supervisors, Directors, Management Staff



# PROGRAM SCHEDULE

## THURS

February 22

### DETAILS

8:00am - 9:00am	Registration and Welcoming Ceremonies
9:00am - 10:00am	<b>Managing Culture Change in Digital Transformation</b>
10:30am - 11:00am	Refreshments
11:00am - 12:00nn	<b>Recruitment for a Blended Workforce</b>
12:00nn - 1:00pm	Lunch
1:00pm - 2:00pm	<b>Reverse Mentoring: Millennials Leading Multiple Generations</b>
2:00pm - 3:00pm	Spotlight Talks
3:00pm - 4:00pm	Refreshments
4:00pm - 5:00pm	<b>Leadership Communication: Dealing with Office Hugots</b>
5:00pm - 6:00pm	<b>Mental Wellness in the Workplace</b>
	Closing Ceremonies Day 1

## FRI

February 23

### DETAILS

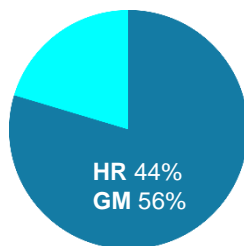
8:00am - 9:00am	Welcoming Ceremonies
9:00am - 10:00am	<b>Digital Preparedness: Assessing Workforce Relevance</b>
10:30am - 11:00am	Refreshments
11:00am - 12:00nn	<b>The Evolving Workforce: Managing Time, Space &amp; Mobility</b>
12:00nn - 1:00pm	Lunch
1:00pm - 2:00pm	<b>Social Media &amp; Human Resources</b>
2:00pm - 3:00pm	Spotlight Talks
3:00pm - 4:00pm	Refreshments
4:00pm - 5:00pm	<b>Leadership in the Age of Distraction</b>
5:00pm - 6:00pm	<b>The Money Factor: Salary Structuring to Stay Competitive</b>
	Closing Ceremonies Day 2

# SPONSORSHIP DETAILS

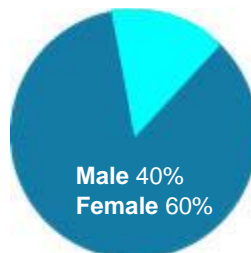
## SPONSORSHIP DETAILS

The HR Leadership Conference targets HR professionals, business managers, business owners, finance officers, trainers and consultants. It is a prime venue for you to showcase your products and services to a highly targeted market.

### OCCUPATION



### GENDER



### PARTIAL LIST OF ATTENDEES FROM PREVIOUS EVENTS

AAM-Phil Natural Resources exploration & Dev Cor  
Access Worldwide Communications Inc.  
Adventist Development and relief Agency  
AEON Credit Services  
All Around Services & Merchandising Corporation  
All Fresh food Product  
Apostolic Vicariate of Bontoc-Lagawe  
Artesyn Embedded Technologies Philippines Inc.  
Asia Travel Aspen Philippines Inc.  
Ateneo De Davao University  
Bemco Dental iSupport  
Bicol J.L Agri Corporation  
Bright Ideas Information Technology Corp.  
Camalig Bank Ink  
Capital one Philippines  
CITIBANK  
Cooperative Insurance System of the Philippines  
CTC Far East Phil. Inc.  
Crake International Philippines  
Enverga University  
European Training & Competence Centre Inc.  
Floridablanca Doctor's Hospital Inc.  
Gadget Mate Inc.  
GAIAX Asia Corporation

Grab Taxi  
Goldilocks Bakeshop Inc.  
Hausland Development Corporation  
Icare Benefits  
IEZ Technologies Inc.  
Inkblots HR Services  
IYUNO Philippines Inc.  
Jose B. Lingad Memorial Hospital  
Kabisig Workers Cooperative  
Kuehne + Nagel, Inc.  
LGU of Tagana-An  
Luxasia Inc.  
Manila Central University  
MCU-FDT Medical Foundation  
Monde  
Occidental Mindoro Consolidated Power Corporation  
The Medical City  
The Philippine Stock Exchange  
Tiaong rural Bank Inc.  
Torre Lorenzo Development Corporation  
Toyota Bacoor  
University of Batangas  
World Citi Inc.  
and Many more...

Organized by Businessmaker Academy and HR Club Philippines

Suite 1503A, West Tower, Philippine Stock Exchange Building (Tektite), Exchange Road, Ortigas Center, Pasig City, Philippines  
Tel. Nos. (632) 6874445, 6874645, 6873416 ▪ Email: [events@businessmaker-academy.com](mailto:events@businessmaker-academy.com)

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# SPONSORSHIP PACKAGES

## SPONSORSHIP BENEFITS

PRE EVENT CAMPAIGN	BASIC	SILVER	GOLD	PLATINUM
<b>Online Marketing Exposure</b> Sponsors category Lock Out (First come, first served. applicable for 1 Specific product line category only. Subject to Event Organizer approval)				✓
HR Club Recommends Feature Article -Feature article good for three (3) Months exposure (write-up to be provided by sponsors)			✓	✓
Logo in: *Event website, Event FB Page, Pre & Post Email Announcements	✓	✓	✓	✓
LIVE EVENT EXPOSURE	BASIC	SILVER	GOLD	PLATINUM
Exhibit Table Space	1.5 x 1.5m	1.5 x 1.5m	1.5 x 2m	1.5 x 3m
Exhibitors ID Pass with Meal Stub		2	3	4
Complimentary Conference Delegate Seats		2	4	6
Database of Conference Attendees			✓	✓
Product Demo Talk (10 Minutes) With Optional Half-day Presentation Skills workshop for the presenter:			✓	✓
Product or Corporate AVP at the Conference		2x	4x	6x
Live Acknowledgement at the conference			✓	✓
Live games and raffle giveaway announcements	✓	✓	✓	✓
Banners at Booth Space Area	1 pc	2 pcs.	4 pcs.	6 pcs.
Totebag Flyer Insert	✓	✓	✓	✓
POST EVENT REPORT	BASIC	SILVER	GOLD	PLATINUM
Marketing Exposure Report with Photo Documentation	✓	✓	✓	✓
RATES	BASIC	SILVER	GOLD	PLATINUM
	Php20K	Php30K	Php60K	Php100K

**Note:**

1. Please add 12% VAT
2. For Repeating Past Sponsor-Exhibitor: Get 10% discount if you pay on or before December 15, 2017

# SPONSORSHIP EXPOSURE



Need more exposure?

Let your brand stand out  
from the rest!

## MERCHANDISE

<b>ID Lace</b>	Get your logo onto each and everyone's ID lace! All delegates, sponsors, speakers and coordinators will be wearing this throughout the entire event.	Php. 12,500
<b>Notebook</b>	Notebooks will always be the delegates' partner as all of their important conference take aways could be written to it. Have your logos be on the go with these notebooks.	Php 12,500
<b>Speakers Presentation Download Page</b>	The event does end after the closing ceremony. Delegates visit our website to download all speaker's presentation. Sponsor the page and get your products and services highlighted.	Php 10,000
<b>Pen</b>	The delegates mighty tool in the conference are pens, be the one who could provide it for them as you imprint your logo to these. A tool for keep after the conference.	Php 10,000
<b>Eco Bag</b>	Placed your logo to the delegates eco bag to which these are take homes for the event	Php 5,000
<b>Pocket Guide Printing</b>	Have your logo printed in pocket guides to as all the delegates, sponsors and resource speaker will be having one for the conferences	Php 5,000
<b>ID with Jacket</b>	To identify our delegates, they will be given Id's during the event. Have your logo placed to their identification tag.	Php 5,000

## EVENT SERVICES

<b>Photobooth</b>	Moments of the conference are captured thru Photo booth have your logo to the famous souvenir to where the delegates are surely excited for this.	Php 12,000
<b>Photography</b>	Capture the events and share your skills with us as we highlight you to our different marketing platforms	Php 10,000
<b>Videography</b>	Capture the events and share your skills with us as we highlight you to our different marketing platforms	Php 12,000
<b>Registration Stand Sticker</b>	Have your logos placed in the main area of the hall at the registration stand and have the edge to stand out from the rest	Php 5,000

## EVENT MEAL

<b>AM / PM Snacks</b>	Choose from with AM or PM snacks. Selected luscious snacks and drinks to be served by our official caterer.	Php 50,000/ Snack time
<b>Lunch</b>	Depending on the food package you wish to sponsor, you will automatically get the benefits and perks of either a <b>Gold or Platinum sponsor</b> . <i>Please see sponsorship chart</i>	Php 100,000
<b>Drink Bar</b>	Refreshments will always be something to look for during event, Sponsor the drink station and be highlighted to our different marketing exposure campaigns.	Php 5,000

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# EVENT DETAILS

## ORGANIZER

### **Businessmaker**<sup>®</sup> ACADEMY

is an Education Center for Business, Finance and Corporate Skills Development. It offers a simple, direct and practical approach to business fundamentals. Its primary purpose is to teach people how to improve their professional, personal and financial lives through practical, experience-based learning. Since 2003, it has served more than 35,000 participants from top corporations and SMEs.



### **HR Club Philippines**

is a community for Human Resource education and support. It is dedicated to the advancement of Human Resource Management as a profession and a service. Its activities are primarily directed towards building an active network of Business and HR professionals who are dedicated to improving methods, techniques and practices of Human Resources.

## VENUE AND TIME

Event: HR Leadership Conference 2018  
Where: Grand Auditorium, Philippine Stock Exchange Building (Tektite), Exchange Road, Ortigas Center, Pasig City, Philippines  
When: February 22-23, 2018  
What Time: 8:00am to 6:00 pm (two days)

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## CONTACT

### **Businessmaker Academy / HR Club Philippines**

Address: Suite 1503A West Tower, Philippine Stock Exchange Building, Exchange Road, Ortigas Center, Pasig City, Philippines  
Tel. Nos.: (632) 6874445, 6874645, 6873416, (0917) 5721713 (look for Mo)  
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Websites:

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## SPONSORS REGISTRATION

COMPANY NAME:			
CONTACT PERSON:			
POSITION:			
CONTACT NUMBER:	MOBILE NO.:	LANDLINE NO.:	
EMAIL ADDRESS:			
COMPANY ADDRESS:			
COMPANY TIN:			
WEBSITE:			

### TYPE OF SPONSORSHIP YOU WISH TO AVAIL:

Platinum (100K)       Gold (60K)       Silver (30K)       Basic (20K)

### Terms & Conditions:

1. Payment: Rates are VAT exclusive. Please add 12% VAT if applicable. Payment must be made within 2 weeks after signing of contract in order for us to include you in our marketing campaigns.
2. Materials: All materials (e.g. logos, write ups, flyers, banners, raffle prizes, etc.) must be provided by the sponsor-exhibitor and submitted promptly. The event organizer reserves the right to disapprove inappropriate or illegal material. Sponsor-exhibitor is responsible for delivery, pick up and collection of event materials. Extra request for services will incur 5% service charge and billed separately, if applicable.
3. Exhibit Space: The space provided will be finalized insofar as possible, but the event organizer reserves the right to change the location if this is in the best interest of the event. If an exhibitor fails to occupy the space contracted for, the event organizer reserves the right to use or reassign the space to suit its own convenience.
4. Report & Documentation: Organizers will submit photo documentation report to Sponsor-Exhibitor within 1 month after the event.

**Payment Mode:** Business Maker Academy, Inc. = TIN #223-672-691

- Check Payment - Please make checks payable to BUSINESS MAKER ACADEMY, INC.  
 Paypal - Please contact us for paypal payment details.  
 Bank Deposit - Please deposit to Account Name: BUSINESS MAKER ACADEMY, INC.  
> BPI Savings Account # 4013-0306-64 (bank swift code: BOPIPHMM)  
> BDO Savings Account # 280-622-422 (bank swift code: BNORPHMM)  
Note: Make sure to fax deposit slip with registration form and contact details

**Conforme:** (This serves as a valid contract)

\_\_\_\_\_  
Signature Over Printed Name | Date

#### IMPORTANT NOTE:

Business Maker Academy, Inc. is a VAT-registered company. TIN# 223-672-691-000 VAT. For zero rated or VAT exempt companies, please include your Certificate of Exemption. Provide Form 2307 or Certificate of Tax Withheld if payment done with tax withheld. Please withhold only 2% as we are classified as suppliers or contractors of services.