

Institute for Human Resources



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HR.com's Institute of Human Resources (IHR) offers a distinctive Certification Program for HR professionals who want to enhance their professional development. The virtual events presented by industry experts are available to all members interested in networking and also enhancing their professional skills.

Credits from these IHR approved events can be earned and logged towards Certification. The IHR is the only institute that focuses on niche markets across several specialized domain areas of HR. There is no cost for viewing the online courses available through HR.com, although there is a fee to write the final exam for completion. HR executives and managers are able to accelerate their careers without leaving their desks!

Why Sponsor the IHR?

Sponsorship aligns you to a one-year program that keeps your firm top of mind, builds thought leadership, garners industry research and offers unparalleled branding opportunities. Sponsorship in the Institute provides a strong lead generation tool and an opportunity for corporations to become a driving force in creating a certified talent pool of HR professionals and executives.

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Choose from a List of Program Institutes:

Benefits: Cost Containment, Audits and Legal Risks

Canadian Master Certification in HR Strategy and Execution

Compensation

Contract Workforce and Talent Exchanges

Developing Organizational Leadership Capabilities

Employee Wellness

Health and Safety

HR Information Systems

HR in California

HR in Government

HR in Retail

Integrated Talent Management

Legal and Compliance: Managing Employer Risk

Online Staffing and Sourcing

Payroll

Performance Management

Quality of Hire

Recruitment Process Outsourcing

Rewards and Recognition

Social Media and Employee Communications

Technology Enabled Learning

Workforce Management: Time and

Attendance

Workforce Planning and Analytics

IHR Sponsorship Package

IHR sponsorship delivers the highest savings and the greatest return on investment. As an IHR sponsor your organization is guaranteed maximum exposure on all marketing material to ensure your brand is always in front of the targeted audience within your chosen vertical. This is achieved through speaking opportunities, online events, pay per lead programs, onsite branding and email marketing that is built into a comprehensive and cost effective package that expands your reach with this community over 12 months.

Price: \$20,000 flat fee OR \$2,000/month for 12 months

Total Value: \$57,000

IHR Sponsors will have access to:

- 2 Virtual Events (receive registration list and a premier virtual booth)
- 4 Webcasts (Including registration and attendee list)
- 1 Product Demonstration at one virtual conference
- 2 E-mails to 5,000 names including targets
- 200 Leads from a Pay per Lead program
- \$5,000 worth of Onsite Advertising
- Premier listing in the buyer's guide
- Premier logo placement on the Institute's community page for one year

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