



INNOVATEWORK

MEDIA PACK



Founded in 2017 with the support of The HR Gazette and WorkTango, InnovateWork is a rapidly-growing community of Canadian business pros. Our events team creates fun and educational summits, meetups and workshops designed for leaders and professionals in HR, Talent, Tech, Finance and Operations.

We specialize in casual, content-rich forums for business leaders and innovators to network, exchange ideas and make a wider impact at every stage of the employee lifecycle.

20 EVENTS IN 2020

2020 is set to be our busiest year yet! Up from 9 InnovateWork events in 2019, we're aiming for 20 in 2020! We'll be back in Toronto, Peel, Vancouver and Ottawa. We're also in talks about events in Montreal and Victoria!



	MONTH	TORONTO	PEEL	VANCOUVER	OTTAWA	MONTREAL	VICTORIA
Q1	JAN	MEETUP					
	FEB	MEETUP					
	MAR	MEETUP	SUMMIT	MEETUP			MEET UP*
Q2	APR	SUMMIT				SUMMIT*	
	MAY		MEETUP				
	JUN	MEETUP		MEETUP			
Q3	JUL	MEETUP					
	AUG						
	SEP	MEETUP*	SUMMIT				
Q4	OCT	SUMMIT		SUMMIT	SUMMIT*		SUMMIT*
	NOV	MEETUP					
	DEC		MEETUP				

* TBC

PORTFOLIO

ACCOMPASS

TORONTO
JOBS
CA

Gallagher

Insurance | Risk Management | Consulting

future
foHRward
THE FUTURE OF WORK

Teal & Co™
people matter

Deloitte.

X REF

GHRC

BLEND

WorkTango

MaRS

League

HR GAZETTE

normandin
beaudry
noir sur blanc

MORGAN
MCKINLEY
— TECHNOLOGY —

SENSEI
LABS™

VERITY
CONNECT ALIGN INSPIRE

Ryerson
University

anchor HR Services Inc.

syndesus

TalentMinded

WORKINGTECH

helm

TalentBoard

UBISOFT
TORONTO

Espresa

epitome.
hr+talent optimization



PEOPLE
ANALYTICS
CANADA

EMPLOYEE
ee
ENGAGEMENT
AWARDS



ChangeVU™
DATA • INSIGHT • RESULTS

LIGHTHOUSE LABS

START UP
CANADA™

thorpebenefits

snapclarity™

Contact us to learn more about partnering: sales@hr-gazette.com

INNOVATEWORK

SPONSORSHIP PACKAGES

Demonstrate your thought leadership and get brand exposure at community meetups, workshops and large-scale summits. Activities for sponsors include:

- Sponsored speaking
- Email campaigns
- Attendee Opted-in lists and data collection
- Company signage and booth
- HRchat Podcast interviews and transcriptions
- Feature articles and written interviews on HR Gazette
- Box adverts on The HR Gazette
- Complimentary passes
- Branding on event websites and landing pages
- Social media promotions
- Campaign reports



INNOVATEWORK SPONSOR ACTIVITIES INCLUDE:

Packages range from \$1,800 to \$10,000.

Visit [InnovateWork.co](https://www.innovatework.co) to learn more or contact us for a quote.

MARKETING METRICS



AUDIENCE: HR, Recruitment Operations, Tech, Finance, Leaders & Consultants. Small to large organisations



SUMMIT: 300-500 attendees

MEETUPS: 30-80 attendees



EMAIL DATABASE: 3,000+

MEETUP GROUPS: 3,000+



SOCIAL MEDIA: 15,000+

WEBSITE: 20,000 visitors+ per month

PODCAST: 42,000+ listens

JOB LEVEL	PERCENTAGE
C-Suite	14%
President/Principal	7%
Founder	6%
VP	15%
Director	18%
Head	5%
Manager	13%
Executive	2%
Consultant	11%
Student	3%
Other	6%

JOB FUNCTION	PERCENTAGE
HR	32%
Talent and Recruitment	23%
Operations	4%
People and Culture	17%
Finance/Payroll	5%
Sales and Marketing	8%
Student	5%
Other	6%

ATTENDEE DEMOGRAPHICS

Figured based on recent InnovateWork events

PLATINUM SUMMIT SPONSORSHIP: \$7,500

Become the principal sponsor of an InnovateWork summit to reach 100s of pros in person and 1000s more online! Activities include:

- 9 min sponsored speaking address
- Opted-in attendees list
- Your company signage and table at event
- 10 x Complimentary passes for your team or your customers
- Sponsor logo exposure on event websites / meetup / Eventbrite pages.
- Sponsor mentions during event
- Social media mentions / promotions by all event partners
- 2 x Podcast interviews with members of your team published on HRGazette.com
- 3 x Written interviews with members of your team or infographic created by your team published on HRGazette.com
- 1 x Box ad on The HR Gazette for 12 months
- 3 x Inclusion in promos / meetup.com groups, Gazette newsletters to attendees and registrants





GOLD SUMMIT SPONSORSHIP: \$5,500

Address the audience, have a booth and get loads of online branding with the Gold level! Activities include:

- 1-2 min sponsor speaking slot – presenting your product’s benefits to attendees
- Your company signage and table at event
- 6 x Complimentary passes for your team or your customers
- Sponsor logo exposure on event websites / meetup / Eventbrite pages
- Social media mentions / promotions by all event partners
- 1 x Podcast interview with members of your team published on HRGazette.com
- 1 x Written interview with members of your team or infographic published on HRGazette.com
- 1 x Box ad on The HR Gazette for 3 months
- 1 x Transcription of podcast interview for use in your marketing materials
- Inclusion in post-event email to attendees and registrants

SILVER SUMMIT SPONSORSHIP: \$3,500

Meet with attendees, get new leads and enjoy lots of online branding with the Silver level! Activities include:

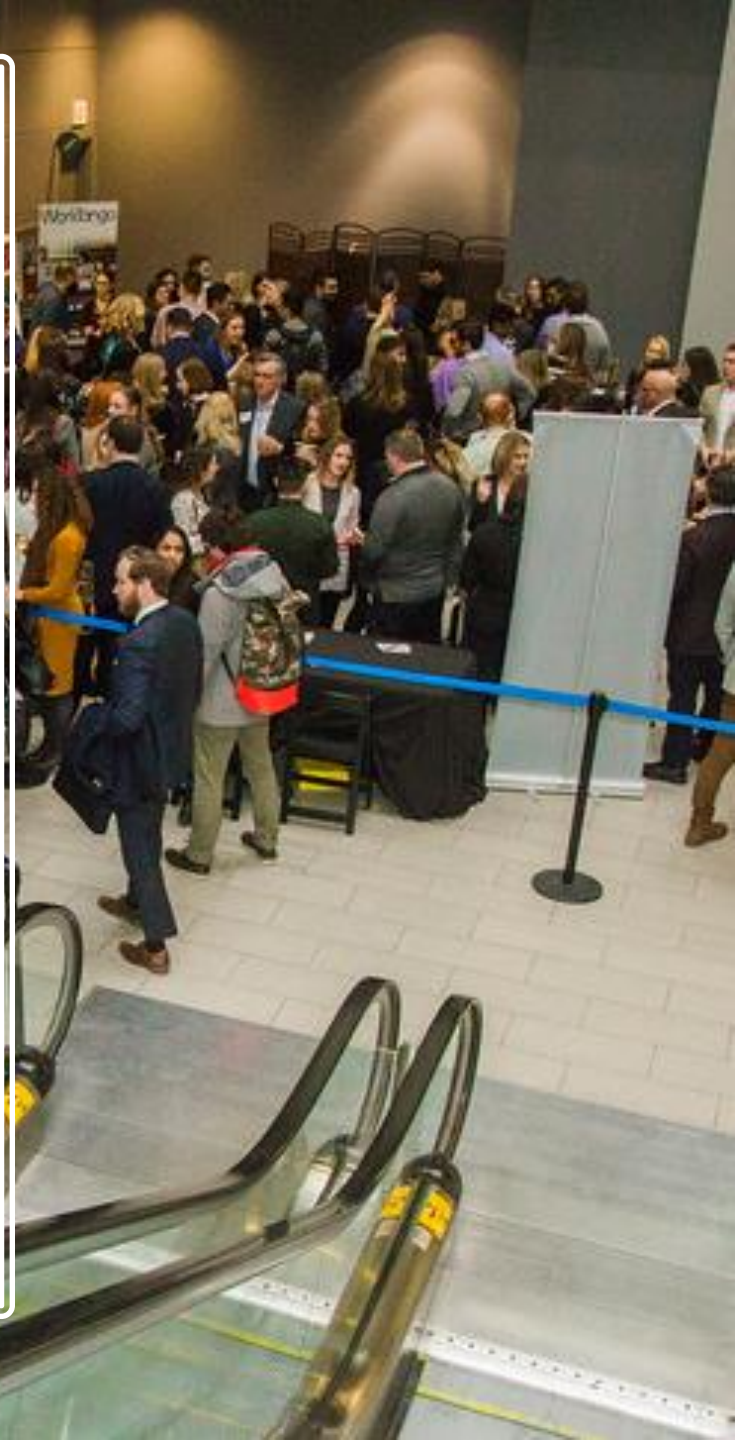
- Your company signage and shared table at event
- 5 x complimentary passes for your team or your customers
- Sponsor logo exposure on event websites / meetup / Eventbrite pages
- Social media mentions
- 1 x Box ad on The HR Gazette for 2 months
- Logo on landing pages such as meetup and Eventbrite pages
- Inclusion in post-event email to attendees and registrants



BRONZE SUMMIT SPONSORSHIP: \$2,200

Attend the event with colleagues and clients and enjoy online branding. Activities include:

- 3 x complimentary passes for your team or your customers
- Sponsor mentions during event
- Sponsor logo exposure on event websites / meetup / Eventbrite pages
- Minimum 5 social media mentions/promotions by all event partners
- 1 x Written interview with members of your team published on HRGazette.com
- 1 x Box ad on The HR Gazette for 1 month



In addition to our awesome sell-out summits, we produce regular smaller-scale community meetups.

Each meetup typically attracts 35-80 attendees. The format involves three speakers and lots of networking.

Platinum Meetup Sponsorship: \$2,250

- 10 minutes educational speaking spot from senior team member OR 3 min sponsor speaking slot – presenting your product’s benefits to attendees
- Inclusion in email newsletters to selected attendees and registrants
- List of opted-in attendees with emails
- Company signage and full table at event
- 12 complimentary passes for your team or your customers
- Ability to leave any collateral/giveaways behind
- Sponsor logo exposure on event websites / meetup / Eventbrite pages.
- Sponsor mentions during event
- Minimum 12 x social media mentions / promotions by all event partners
- Podcast interview with members of your team published on HRGazette.com
- Feature article on HRGazette.com
- Written interview or infographic published on HRGazette.com
- Box ad on The HR Gazette for 6 months
- Transcription of podcast interview for use in your marketing materials

Gold Meetup Sponsorship: \$1,800

- 90 seconds sponsored address – presenting your product’s benefits to attendees
- Inclusion in email newsletters to selected attendees and registrants
- List of opted-in attendees with emails
- Company signage and full table at event
- 5 complimentary passes for your team or your customers
- Ability to leave any collateral/giveaways behind
- Sponsor logo exposure on event websites / meetup / Eventbrite pages.
- Sponsor mentions during event
- Minimum 8 x social media mentions / promotions by all event partners
- Podcast interview with members of your team published on HRGazette.com
- Feature article on HRGazette.com
- Box ad on The HR Gazette for 3 months





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