



KYSHRM

39TH Annual Conference

August 29-31, 2023 | Central Bank Center | Lexington

PRESENTED BY  **Kentucky Career Center**
Career Training Employer



2023 POST-EVENT REPORT

WWW.KYSHRMCONFERENCE.COM

ABOUT THE KYSHRM CONFERENCE

The KYSHRM Conference provides a broad cross-section of HR training. From the basics every HR professional needs, to offerings for C-suite leaders, to the latest ideas that are changing the workplace landscape, the KYSHRM Conference helps HR professionals stay abreast of the current HR landscape and look to the future. The heart of the conference is the exhibit hall, which includes 100+ solution provider companies offering a variety of HR resources. Attendees are afforded the opportunity to connect and learn about products/services from exhibitors and sponsors during breaks, meals and receptions.



What SPONSORS & EXHIBITORS Had to Say

We have never attended an HR or industry-specific conference in the past. We had an excellent experience at KYSHRM.

We gauge conferences by the number of demos we're able to schedule. We average around 10 demos per conference. At this event we scheduled 24. Last year we set the record at this event with 39!

This conference was very well put together and executed for exhibitors. We were all well informed, prepared, and more importantly participants were encouraged in the best ways possible to visit the booths.

Honestly, Andrea Flanders, just in awe of how you operate – you made the experience seamless.

Between the event space, the app, the incentives, and the support – it's the best SHRM or HR-related conference I've been to.

Great networking and leads.

All the attendees knew how to use the app and everyone (volunteers) did a great job making sure the conference was smooth and efficient as possible!

Meeting very nice, genuine people and professionals – most who were relevant to our business. Loved the participant interaction.

All attendees are active and enthusiastic. The Whova app is great to use and makes attendees engage with vendors.

Already looking forward to next year!

Thank you so much, wonderful event!

Excellent conference! Thank you for making it fun and effective.

Great job, everyone!

Thanks again to all involved. Kentucky was definitely a top tier state conference for us, and we can't wait to sponsor it again!

Thank you for allowing us to join you.

The communication is so informative throughout the process.

I was not the main contact for our booth, but while looking for the booth it was easy to find. And the people helping were very informative.

Communication was clear the entire time and new info/updates were constantly shared!

Thorough, proactive communications and tools were made available from a very early date.



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CONFERENCE ATTENDEES

Those in attendance saw and heard your company name through:

Sponsor signage/banners

Slides shown

Verbal recognition of sponsors

Conference app

ATTENDEE DEMOGRAPHICS

Titles (of those in attendance)

7% Executive

17% Director

26% Manager

50% Other

Industries Represented:

36% Services

24% Manufacturing

21% Finance, Insurance, and Real Estate

9% Transportation/Communications/Electric/Gas/Sanitary

5% Public Administration

2% Construction

2% Wholesale Trade

1% Retail Trade

Company Size (# of employees):

36% 0-100

35% 101-250

18% 251-500

11% 501-1000



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SPONSORS/EXHIBITORS

The KYSHRM Conference has been and will continue to be successful thanks to our sponsors and exhibitors.

Thank you for your support!

**View our
sponsors here.**

**View our
exhibitors here.**



IN-HOUSE MARKETING

Email

26	Unique promotion
192,640	Emails delivered
44,594	Unique opens
3,206	Clicks

Social Media

Facebook

8,805	Impressions
2,128	Engagements

LinkedIn

3,530	Impressions
173	Engagements

Website Presence

Sponsor logos and company webpage links displayed at www.kyshrmconference.com

Conference App Presence

Exhibitors and sponsors

Brand Exposure

Web, print, advertising and email.



OUTSIDE MARKETING

Digital

6	Business Lexington digital ads
2	Business Lexington E-blast
1	KCCE Digital Newsletter

Print

1	Qtr-pg. Business Lexington Print Ad
1	Qtr-pg. Kentucky Chamber News Print Ad
4	Full-pg. HR Professionals magazine Print Ads

OVERALL EVENT RATING

 **4.7** out of 5

