

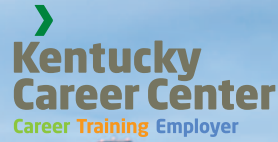


# KYSHRM

## 40<sup>TH</sup> Annual Conference

August 27-29, 2024 | Galt House Hotel | Louisville

presented by



# 2024 POST-EVENT REPORT

[WWW.KYSHRMCONFERENCE.COM](http://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.



2024 Conference  
Photos Available

#### To Access the Photos:

Click the button below to access the photos from the 2024 KYSHRM Conference. Enter password **KYSHRM24** when prompted.

#### To Download Photos:

Hover over (or click on) the photo you are interested in and click the download icon. When prompted, enter pin # **2191**.

[CLICK HERE](#)



On behalf of the entire HUB team, I want to say thank you! What an amazing event for all. Thank you for your professionalism, prompt attention to detail and ensuring I was up to speed. The team and I did a debrief earlier today and the feedback was outstanding. I'd like to set up a call with you to discuss 2025 and how HUB can support the event.

—2024 Exhibitor







# 672

### 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)

- 20% Executive
- 23% Director
- 20% Manager
- 37% Other

Industries Represented:

- 49% Services
- 16% Manufacturing
- 11% Finance, Insurance, and Real Estate
- 7% Transportation/Communications/Electric/Gas/Sanitary
- 7% Public Administration
- 4% Construction
- 4% Retail & Wholesale Trade

Company Size (# of employees):

- 35% 0-100
- 28% 101-250
- 17% 251-500
- 11% 501-1000
- 10% 1001+



# 15/110

### 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

30	Unique promotion
269,018	Emails delivered
61,327	Unique opens
2,929	Clicks

#### Social Media

##### Facebook

5,935	Impressions
361	Engagements

##### Twitter

512	Impressions
56	Engagements

##### LinkedIn

17,725	Impressions
4,581	Engagements

#### Website Presence

Sponsor logos and company webpage links displayed at [www.kyshrmconference.com](http://www.kyshrmconference.com)

#### Conference App Presence

Exhibitors and sponsors

#### Brand Exposure

Web, print, advertising, email and social media.

### OUTSIDE MARKETING

#### Digital

6	Business Lexington digital ads
2	Business Lexington E-blast
1	KCC 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



#### PARTICIPATE IN 2025!

##### Contact:

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