

Lead Generating Event Sponsorships with HRDQ-U

HRDQ-U is a thriving learning community catering to trainers, facilitators, coaches, consultants, organizational development professionals, managers, supervisors, and leaders – essentially, anyone interested in soft-skills training and development. We offer an exciting opportunity for companies to boost their exposure and engage with a vast audience through our Lead Generating Event Sponsorship Series.

Webinar – Podcast – Workshop – Coaching Series

1. Present Your Webinar

Kick off your sponsorship journey by presenting a webinar to an engaged audience of HR professionals. Our webinars attract a diverse group of industry leaders and practitioners eager to learn from experts like you. This is your chance to **share valuable insights and trends in HR, demonstrate thought leadership, and engage with participants through Q&A sessions.**

Benefits:

- High visibility with targeted promotion to our extensive network
- Opportunity to collect leads and follow up with attendees
- Branding on all webinar-related marketing materials
- SHRM accredited

2. Guest Appearance on the HRDQ-U In Review Podcast

Leverage the power of voice by being a featured guest on the HRDQ-U In Review Podcast. Our podcast reaches a wide audience of HR professionals who tune in for industry news, insights, and expert opinions. This is your chance to **share your expertise and insights in a relaxed, conversational format, reach an audience that trusts HRDQ-U for valuable content, and extend your reach beyond the webinar attendees.**

Podcast Perks:

- Promotion of your episode across HRDQ-U's digital channels
- Enhanced credibility and thought leadership in the HR space
- Links to your website and resources in the show notes
- Advertisement segment highlighting your company

3. Host a Paid Workshop

Deepen your connection with your audience through an interactive, paid workshop. This hands-on session allows you to provide in-depth training and insights, creating a memorable experience for participants. This is your chance to **provide tailored content that addresses specific challenges faced by L&D professionals, create interactive elements such as live demos, case studies, and group activities, and have direct engagement with attendees for real-time feedback and interaction.**

Advantages:

- Monetize your expertise with ticket sales
- Build lasting relationships with participants
- Receive feedback and testimonials to enhance your brand
- SHRM accredited

4. One-on-One Coaching

Conclude your sponsorship series with personalized one-on-one coaching sessions. This exclusive offering allows you to provide tailored guidance and support to individuals seeking to advance their careers or solve



specific challenges. This is your chance to **deliver customized advice and solutions, foster strong, personal connections with clients, and showcase your commitment to professional development.**

What You Get:

- Promotion of your coaching services to our network
- Opportunities for repeat business and referrals
- Set your own hourly rate for coaching sessions while HRDQ-U handles the promotion and takes a 10% commission on each referral

Why Partner with Us?

By participating in our sponsorship series, you gain unparalleled access to a dedicated audience of L&D professionals, enhanced brand visibility, and the opportunity to position yourself as a thought leader in the industry. Our integrated approach ensures that your message is delivered across multiple touchpoints, maximizing your impact.

Ready to Get Started?

Contact us today to learn more about our sponsorship series and how you can get involved. Let's work together to elevate your brand and achieve your marketing goals.



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