



people
matters

**ASIA'S MOST
INNOVATIVE AND
LEADING
PLATFORM
FOR HR**

PEOPLE MATTERS MEDIA KIT

I N N O V A T I V E

WHO

People Matters is a niche digital media organization that has persevered with a vision to help find solutions to the talent challenges of organizations and enterprises since 2009. Thriving on innovation, People Matters has continued to be insightful, impactful, and the most sought-after HR media brand in Asia.

Over the years, the organization has established an HR community of practice and excellence by interlocking the practical expertise of HR professionals with the insights of thought-leaders in the HR domain.

I N S I G H T F U L

WE

I M P A C T F U L

ARE

Being at the forefront of innovation, People Matters is the proud owner of state-of-the-art virtual conferences, innovative physical events, and other digital properties that have enabled the organization to make an indelible impression on the HR community.

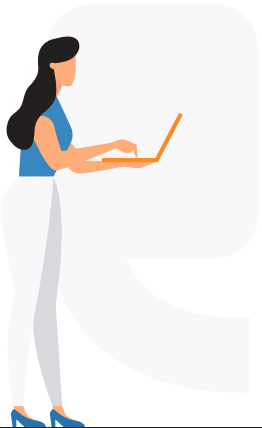
I N T U T I V E



**I N F L U E N C I N G T H E I N F L U E N C E R S
A C R O S S T H E G L O B E**

OUR INTERACTIONS WITH THE COMMUNITY

Print run over
26,000
with over
80,000
readership



1.1 LAKH+
page views
per day

2.25 LAKH+
social media
following

16,000+
unique visitors
per day

3 LAKH+
interactions
everyday



D I G I T A L



M A G A Z I N E



C O N F E R E N C E S

OUR CORE OFFERINGS

C U S T O M I Z E D
W O R K S H O P S
A N D

R O U N D T A B L E S



B R A N D
R E A C H O U T

A W A R D S



R E S E A R C H

DIGITAL CHANNEL

People matters digital channels give readers the access to multidimensional content assets like articles, blogs, expert voices, sketch-notes, infographics, and interviews across Web, Mobile, and other Apps.

Our digital channels aid our extended reach through LinkedIn, Facebook and Twitter and we have a combined reach crossing 2.6 Lac every day





FACEBOOK

2,00,000+
FOLLOWERS

246
POSTS

9,05,116
REACH

28,094
ENGAGEMENT



TWITTER

14,900+
FOLLOWERS

356
TWEETS

435.7K
IMPRESSIONS

3,700
ENGAGEMENT



LINKEDIN

14,000+
FOLLOWERS

331
POSTS

2,98,894
IMPRESSIONS

1,254
ENGAGEMENT

WEBSITE

3.34MN
PAGE VIEWS

835K
SESSIONS

501K
UNIQUE VISITORS

*All data represented is monthly

People Matters Media Kit 2018



BRAND REACHOUT

People Matters enables and supports its clients to market their content to online readership through the Brand Reachout initiative. With over 3 million page views monthly, the strategically drafted content in the form of articles, blogs, videos, and infographics reaches out to a large set of audience. Brand Reachout campaigns not only help establish thought-leadership or enable knowledge-sharing, it also gives visibility to the client's services/products/offerings and build stronger brands.

WHAT FORMS A BRAND REACHOUT CAMPAIGN?

CONTENT

- Articles and Blogs
- Curated Content
- Infographics
- Research Paper
- Content Case studies
- Content Videos
- Sketchnotes

ONLINE

- Webinars
- Facebook Live
- Virtual Conferences
- Customized Weeks
- Tweetchats
- Newsletters/Emailers
- Banners



EMAILERS

NEWSLETTER

BANNER INNOVATION

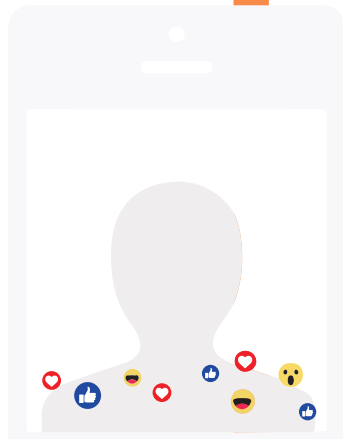


TWEET
CHAT



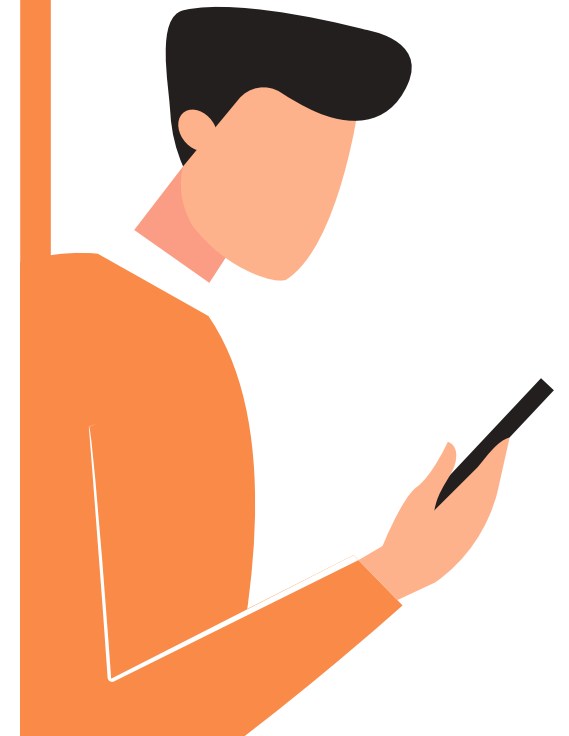
PUSH
NOTIFICATION

FACEBOOK
LIVE



DIGITAL OFFERINGS

WEBCAST



people
matters

TALENT TECH EVOLVE

VIRTUAL CONFERENCE

Talent Tech Evolve is India's first virtual HR Conference. This virtual conference focuses on HR technology and transformation and is attended by over 10,000 delegates from across the world. Talent Tech Evolve gives you access to the world class content, speakers and HR solutions right from your desk.

WHY PARTNER WITH US?

Exclusive opportunity to showcase your services and offerings in a virtual expo area

Get to have real time interactions from delegates around the world

Attendees over 11,000+

Establish thought Leadership within the community



ORACLE®

indeed

PeopleStrong®

skillsft

degreed.

enParadigm™

TIME TO KNOW

TOMORROW
CO-CREATE FUTURE



2,230

CONVERSATIONS
IN THE
VIRTUAL
NETWORKING
CHAT

VIRTUAL
EXPO AREA
WITH MORE THAN
30 EXHIBITOR



3.2 MN

SOCIAL
MEDIA
REACH

TALENT TECH EVOLVE VIRTUAL CONFERENCE

18

POWER
PACKED
SESSIONS



24

EXPERT
SPEAKERS

11,000 +

DELEGATES
FROM 104
COUNTRIES



PEOPLE MATTERS MAGAZINE PRINT AND DIGITAL

Over the past 9 years, People Matters magazine has endeavored to bring the best of insights and information about HR processes and people practices to its readers across industries and sectors. From how HR impacts organizations to how HR is impacted by disruption, the magazine has dealt with relevant topics and themes every month with ingenuity. Each 80+ page issue is packed with insightful articles, interviews, industry news, events, and guests columns from veteran practitioners and thought-leaders in the HR domain.



PEOPLE MATTERS MAGAZINE

QUICK FACTS

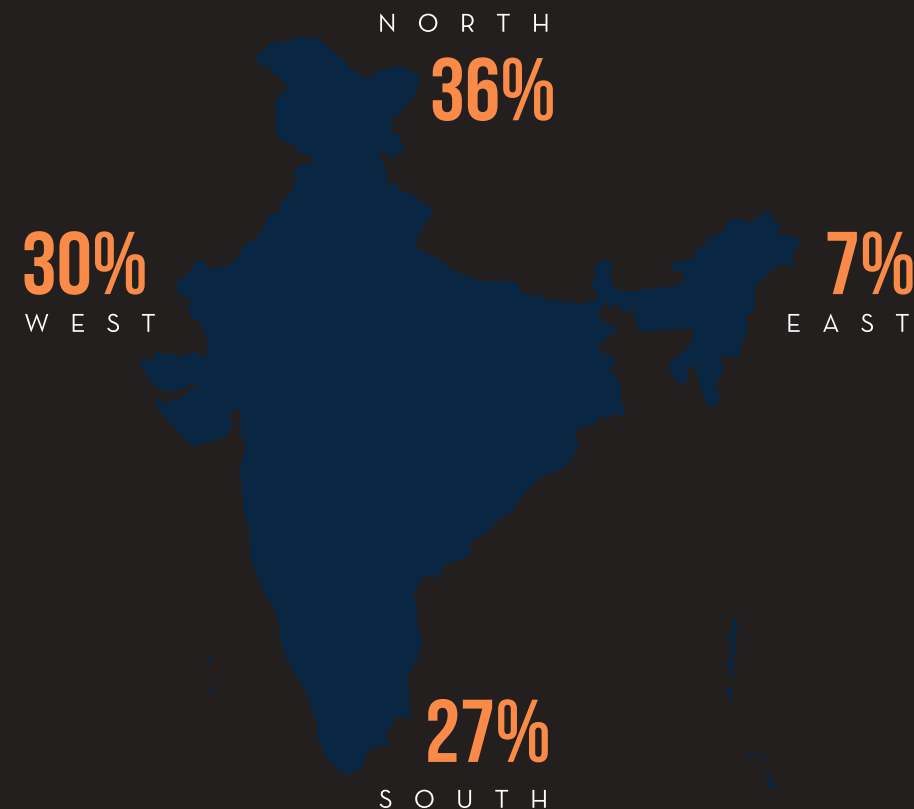


Readership of
80,000+
across India

Most read
magazine by
HR professionals,
business
heads/leaders
and decision
makers*

Digital subscriber
base of
5,000+
accessible on
all major devices

WHERE DO OUR READERS COME FROM?



PEOPLE MATTERS
MAGAZINE
REACH OUT
TO THE
READERSHIP



FULL PAGE
PRINT AD

INNOVATIONS
(BOOKMARKS,
PERFORATED INSERT)

DOGEARS

JACKETS

REVERSE GATEFOLD

ADVERTORIALS



483

PARTNERS
ACROSS
9 YEARS



10+
CITIES
COVERED



65 MN

SOCIAL
MEDIA
REACH



PEOPLE MATTERS' CONFERENCES AND ROUNDTABLE FACTS



500+

SPEAKERS



10,000 +
DELEGATES



500+

SESSIONS

*All data represented is of last 7 years

OUR CONFERENCES

PEOPLE MATTERS TALENT ACQUISITION CONFERENCE

Talent Acquisition League Conference is India's largest TA focused gathering of over 400 TA and HR professionals

6TH YEAR RUNNING

400+

TA and HR Heads

15+ PARTNERS

Speaking Engagements along with exclusive exhibition space

MAY

PEOPLE MATTERS TECH HR

Asia's largest HR tech conference with 3000+ delegates that discusses the advent of technology in different HR functions

5TH YEAR RUNNING

3000+

CHROs, HR, TA, L&D, Functional Heads

200+ PARTNERS

Speaking Engagements along with exclusive exhibition space

AUGUST

PEOPLE MATTERS LEARNING & DEVELOPMENT CONFERENCE

A dedicated conference to discuss new age practices in the space of Learning and Development

6TH YEAR RUNNING

400+

L&D and HR Heads

20+ PARTNERS

Speaking Engagements along with exclusive exhibition space

OCTOBER

PEOPLE MATTERS TOTAL REWARDS & WELLNESS CONCLAVE

Discuss Culture, rewards, benefits and wellness of employees with over 400 HR professionals at Total Rewards and Wellness Conference

5TH YEAR RUNNING

400+

Rewards, C&B & HR Heads

20+ PARTNERS

Speaking Engagements along with exclusive exhibition space

JANUARY

people matters **TA** ANNUAL CONFERENCE
LEAGUE

Talent Acquisition Annual Conference is India's largest conference for TA and HR professionals. This one-day conference deep dives into recruitment trends and staffing practices, and is attended by 400+ delegates from across the country who facilitate thought-provoking discussions on the best practices in the recruitment domain.



KEY HIGHLIGHTS

SESSIONS

Delve deeper into the successful TA formula, recruitment metrics, marketing for recruiters, design thinking, analytics and much more through multiple formats like keynotes, fireside chats, and masterclasses.

EXHIBITION LAB

Experience emerging technologies and methodologies in a walk-in, hands-on expo area hosting leading companies offering tools, content, products, and services that will provide solutions to all your TA needs

INNOVATIVE FORMATS

From exclusive roundtables to masterclasses to unique content tracks, the conference will not only sharpen your current talent acquisition strategies but also give you a sneak peek into the future talent acquisition trends to help you anticipate your future needs, and plan today!!



people matters
TA LEAGUE ANNUAL CONFERENCE



TARGET AUDIENCE



25

EXPERT SPEAKERS

18

PARTNERS AND EXHIBITORS

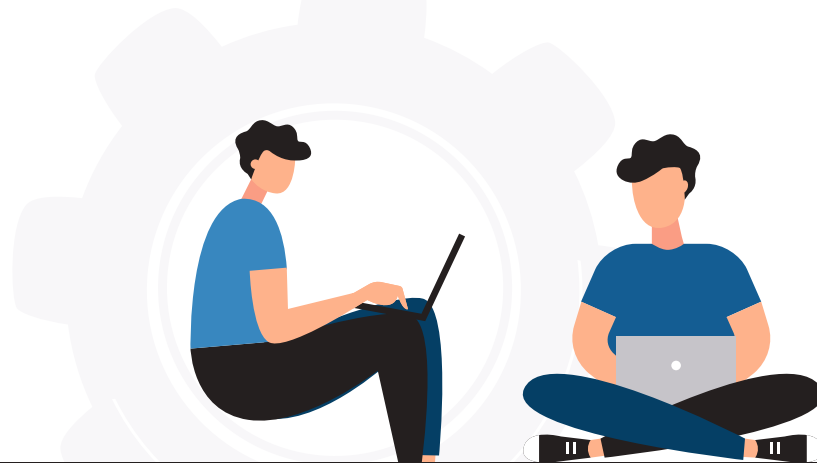
500+

DELEGATES



1.63 MN

SOCIAL MEDIA REACH



21

POWER PACKED SESSIONS



*All data represented is of TAC 2017



JOURNEY SO FAR

Asia's largest HR Technology Conference, TechHR, is about anticipating and owning the future trends of the HR function. The conference holds discussions on everything related to HR and HR technology, and is attended by business leaders, industry experts, CEOs, CHROs, and HR professionals who network and share insights in ground-breaking discussions on HR and HR technology.



ASIA'S LARGEST HR TECHNOLOGY CONFERENCE

3000+ Attendees	310 Speakers	19,000+ Twitter Contribution	660+ Partner	20 MILLION+ FB Reach
259+ HR Tech Startups	150+ Investors	73,897 social media conversation	2,00,000+ Interactions On App	





People Matters TechHR18 is about anticipating and owning the future trends. Let's talk about disrupting the future of disruption and reframing perspectives. In 2018, over 3,000 leaders will join us to raise the bar for talent transformation and HR technology once again.

S P E A K E R S 2 0 1 8



SHANE
WATSON



JASON
AVERBOOK



JOSH
BERSIN



AILEEN
TAN

and many more...



3,000+
ATTENDEES

150+
SPEAKERS

200+
TECH
PARTNERS

50+
HR TECH
START-UPS

25+
INVESTORS





people matters **TECHHR**
START-UP
 PROGRAM

TechHR Startup Program invites early-stage start-ups in the HR technology space to interact with investors, buyers, and their peers during People Matters TechHR Conference and also exhibit their products to the decision-makers in the HR domain.

K E Y H I G H L I G H T S

Exhibit in the startup zone of Tech HR (Dedicated space for HR Tech startups)

Access to HR Tech startup mentors

Exclusive networking sessions with the mentors

Access to VC high tea

Master class sessions on how to scale your HR Tech startup

Chance to interact and meet with 3000 delegates





Learning & Development Conference

Learning and Development conference enables L&D and HR heads to discuss learning initiatives, leadership development, and organizational development. L&D Conference is an India-focused conference that sees participation from more than 400 delegates across India

KEY HIGHLIGHTS

India's largest gathering of L&D and HR professionals

22 Partners and 29 expert sessions

3 month extensive marketing campaign comprising of Print Ads, Emailers, Social Media promotion

India's first such initiative in the space of L&D





Learning & Development Conference



22
PARTNERS
AND
EXHIBITORS



22
POWER
PACKED
SESSIONS



455
DELEGATES



29
EXPERT
SPEAKERS

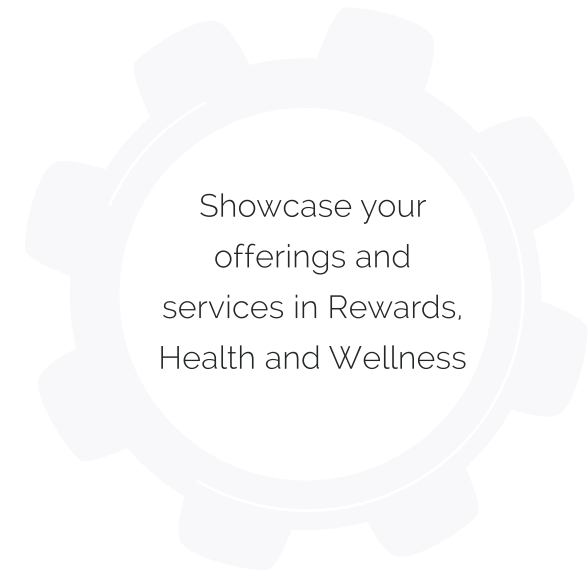
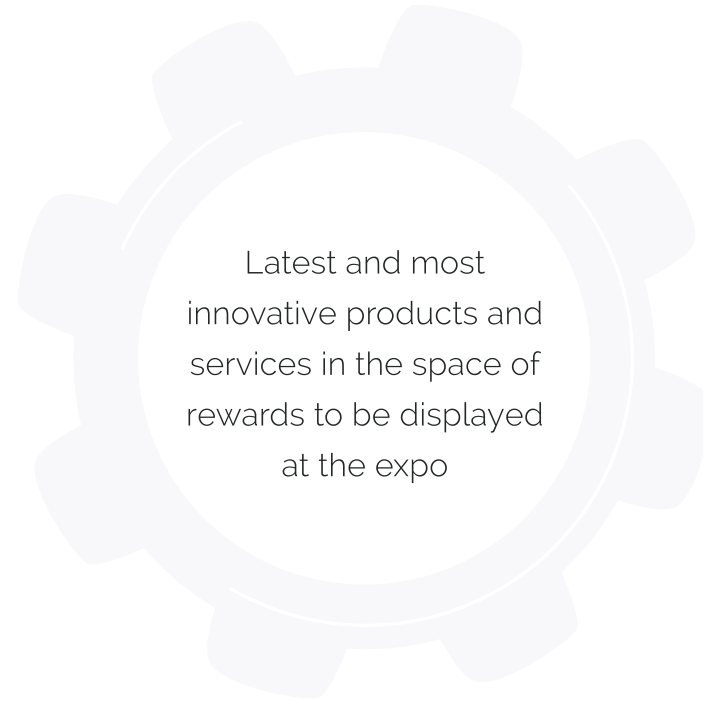


19 MN
SOCIAL
MEDIA
REACH

*All data represented is of L&D 2017



People Matters Total Rewards & Wellness Conclave focusses on employee engagement, rewards, wellness, C&B, and culture, and aims to create a base for knowledge and discussion around building rewards and compensation strategy



KEY HIGHLIGHTS



people
matters
TOTAL REWARDS
& WELLNESS
CONCLAVE



400

DELEGATES



6 MN SOCIAL
MEDIA
REACH

20
POWER
PACKED
SESSIONS

20
PARTNERS
AND
EXHIBITORS



30
EXPERT
SPEAKERS

*All data represented is of TRWC 2018

CUSTOMIZED EVENTS



ROUNDTABLE

People Matters round table sessions are “Talent Conversations” and one of the most thought-provoking CXO- level platforms in India

FOCUSSED DISCUSSION

NETWORKING OPPORTUNITY

PEER GROUP LEARNING

CXO LEVEL PARTICIPATION

IDEATION

INSIGHTFUL KNOWLEDGE CREATION



CUSTOMIZED EVENTS



People Matters Customized Workshop is an extension of roundtables with an element of Business Simulation or a small workshop, which provides more networking time with the audience.

F O C U S S E D D I S C U S S I O N

B U S I N E S S S I M U L A T I O N / W O R K S H O P

P E E R G R O U P L E A R N I N G

C X O L E V E L P A R T I C I P A T I O N

I D E A T I O N

I N S I G H T F U L K N O W L E D G E C R E A T I O N





AWARDS



FAST FACTS

178

PARTNERS

45 MN

SOCIAL
MEDIA
REACH

15,000+

APPLICANTS

176

WINNERS

*All data of awards represented are of the last 7 years

OUR AWARDS



TA AWARDS

837
Applicants

31
Winners

MAY



L&D AWARDS

688
Applicants

27
Winners

OCTOBER



TRWC AWARDS

448
Applicants

12
Winners

JANUARY

ARE YOU IN THE LIST?

13,500
Applicants

106
Winners

AUGUST

*All data represented is of last 7 years



Are You In The List? is India's first initiative to identify Emerging Future HR leaders. The initiative sees a confluence of business leaders, CHROs, CTOs, HR professionals and jury members who help in identifying HR leaders and also enable us to build new relationships apart from offering extensive branding opportunities.



KEY HIGHLIGHTS

Meet and collaborate with business leaders and influential industry people

Reach out & interact with
2,500+
young HR leaders

6 MONTHS
long focused marketing campaign targeting HR professionals

Chance to interact with an esteemed jury panel

The gala night is an invitation only night, consisting of the who's who of HR fraternity







REACH US

SALES@PEOPLEMATTERS.IN



/PeopleMatters



/PeopleMatters2



/company/people-matters



/+PeopleMattersIn