

Strategic HR Excellence

Awards & Symposium

2016

12.07.16

strategichrexcellence.com

Sponsor the event that recognizes
Outstanding individual excellence in
Strategy, Innovation, Leadership and Culture
In Human Resources

Half-Day Luncheon Event
December 7, 2016
11:00 am – 4:00 pm

DFW Airport Hyatt Regency
2334 North International Parkway
DFW Airport, Texas, USA 75261



Strategic HR Excellence
10440 N Central Expy, Suite 1250
Dallas, TX 75231
214-452-7881



Recognizing today's leaders and developing tomorrow's



About the 2016 Strategic HR Excellence Awards & Symposium

Awards Overview

The Strategic HR Excellence Awards celebrate the outstanding contributions of HR professionals in their field which innovatively design and superbly execute HR strategies which contribute to the overall business performance and bottom line.

The Vision

The Strategic HR Excellence Awards program was established to spotlight outstanding individual contribution. The award recipients have demonstrated "Excellence in Strategy, Innovation, Leadership and Culture" in the profession of Human Resources.

The Mission

To recognize the distinctive strategic HR professionals, who have developed, deployed and executed best practices and strategies.

The Purpose

This high profile recognition will deliver a powerful message that will continue to drive the recognition that HR is a strategic business function, not just considered a cost center.

How to Contact Us

2016 Strategic HR Excellence Awards
c/o Pursuit of Excellence, Inc.
10440 N. Central Expressway
Suite 1250, Dallas, Texas 75231
Main (214) 452-7881

The Challenge

Join us in supporting the success of our industry by nominating an individual whom you think has best demonstrated, "Excellence in Strategy, Innovation, Leadership and Culture" in the North Texas Regional Marketplace.

Award Categories & Criteria

There will be 13 awards presented by our title and platinum sponsors.

The platinum sponsors will present 3 awards in each of four employer categories which are:

- ▶ Corporate >5000 employees
- ▶ Corporate <5000 employees
- ▶ Non-profit organizations
- ▶ Public service entities

HR professionals with distinguished contributions in Strategy, Innovation, Leadership and Culture will be presented with the following awards:

- ▶ Visionary Accomplishment
- ▶ Strategic Leadership
- ▶ Strategic Achievement
- ▶ Emerging Leader

WHEN is the Event?

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11:00 am – 4:00 pm

WHERE is the Event?

DFW Airport Hyatt Regency
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**The Strategic HR
Excellence Awards
spotlights outstanding
individual excellence in
Strategy, Innovation,
Leadership and Culture
in Human Resources.**



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Award Categories

The award categories are reflect the requirements of HR strategies that target the right skills, the best people and the right tools to elevate the organization's effectiveness of growing through and with its people.

HR Specialist

A HR Specialist is the definitive source of knowledge, technique, or expertise in a specific Human Resource discipline. This individual functions as the organizational ambassador for their knowledge area, and applies their expertise to support an organization's vision and strategic direction. In addition, they work with management as well as HR professionals in other disciplines to ensure a seamless coordination of issue resolution that impacts multiple Human Resource areas to support the operational functions.

Emerging Leader

An Emerging Leader is recognized in the organization the "go-to" person who is an active listener, fair decision maker, and, most importantly, a motivating and inspirational communicator. This individual is also active in industry trade organizations and seizes opportunities to work on committees to help greater causes that benefit their industry or their organization.

Strategic Leader

This person proactively develops progressive ideas, best in class standards and improvements. They are constantly thinking about how to improve, not only their area of responsibility, but the totality of the organization. Their management style is to engage in an open and honest manner. They have learned to trade off issues for the future good of the whole, rather than maintaining the status quo. This individual is socially responsible. A strategic leader uses processes of well considered tactics to communicate a vision for an organization or one of its parts. Strategic leadership typically manages, motivates and persuades staff to share that same vision, and can be an important tool for implementing change or creating organizational structure within an organization.

Visionary Leader

The Visionary Leader is a builder and innovator in the HR community. This individual is highly creative, insightful, and bold, presenting challenges that call forth the best in people and brings the team a shared sense of purpose. Self-aware and highly inclusive, this person's eyes are on the horizon as social innovators and change agents. The Visionary Leader serves the good of the whole and recognizes truth on both sides of most issues. Visionary Leaders search for solutions, transcend the usual approaches and create real breakthroughs. The Visionary Leader is recognized by their peers as a leader among today's best and brightest.

CRITERIA FOR EVALUATION

Our Evaluation Committee of experts is looking for the following factors when reviewing submissions:

The creation of people strategies that are fully integrated into the overall business operations

Innovative, cutting edge solutions to a business problem or HR challenge

Creation and/or preservation of a people-centered culture of high-performing personnel

Implementation of programs and practices that significantly strengthened the organization's leadership capability



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2016 Corporate Sponsorship Overview

This event offers a unique opportunity to build relationships with HR professionals and senior executives and position your brand with companies and organizations making a difference in the North Texas Regional Marketplace.

WHO should Sponsor?

Any company that wants exposure to a highly targeted audience comprised of C-level executives and senior HR management from businesses and organizations in the North Texas Regional Marketplace.

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HOW to Participate:

Select from five package options:

- ▶ Title: \$15,000 (1 available)
- ▶ Platinum: \$10,000 (3 available)
- ▶ Gold: \$7,500
- ▶ Silver: \$5,000
- ▶ Bronze: \$2,500

Building Relationships & Credibility

The title sponsor will get to play up to a 5 minute video message and present the most prestigious award of the event the- Visionary Award– This honor is bestowed on a person's body of work during their career in Human Resources. The recipient has helped shape the North Texas Regional Marketplace by having a significant impact on the field of Human Resources.

Benefits of Sponsorship

- ▶ Create, Develop and Enhance Credibility
- ▶ Highly Targeted Marketing
- ▶ Exposure to best practices of the Best and Brightest in HR
- ▶ Brand Awareness & Recognition
- ▶ NEW Business Partnerships
- Community Involvement
- Distribute information

Before each category our platinum sponsors get an opportunity to play up to a 3 minute video message then they will present the award to the winner.



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Corporate Package Comparison

| Sponsorship Benefits | Title | Platinum | Gold | Silver | Bronze |
|--|--|-----------|------|--------|--------|
| Event will be named after title sponsor | X | | | | |
| Opportunity to play informational video loop in lobby of event | X | | | | |
| Participate in strategic direction of event | X | | | | |
| Will participate in presentation of an award at the ceremony | Will award the Visionary award | X | | | |
| Company recognized as a presenting sponsor in all printed materials (DBJ, etc.) | Recognition as title sponsor with prominence | X | | | |
| Opportunity to provide company informational video | 5 minute video length | 3 minutes | | | |
| Full page, 4-color ad in program book | Center 2 pages of program book | X | | | |
| Two reserved prominent tables of eight at the awards ceremony | Choice of your tables placement | X | | | |
| Prominent placement of logo on all electronic and print marketing before and after the event | Prime placement of logo | X | | | |
| Half page, 4-color ad in program book | | | X | | |
| Reserved table of eight at the event | | | X | | |
| Company listed in press releases and print advertising with partner publications | X | X | X | X | |
| In-conference ability to display pop up banners/displays | 2X | X | X | X | |
| Reserved seating for four at awards ceremony | | | | X | |
| Quarter page, 4-color ad in program book | | | | X | X |
| Networking opportunity with senior HR professionals and executive leadership | X | X | X | X | X |
| Logo on all electronic and print marketing before and after the event | X | X | X | X | X |
| Company listed in all pre-event invitation and social media leading up to event | X | X | X | X | X |



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a strategic business function...

not just a cost center.

-Marie Diaz, CEO Pursuit of Excellence



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2016 Strategic HR Excellence Awards Sponsorship Application

Company _____

Address _____

City _____ State _____ Zip _____

Website _____

Contact Name/Title _____

Phone/Fax _____

Email _____

Sponsorship Level (please check):

- Title \$15,000 (1 available)
- Platinum \$10,000 (3 available)
- Gold \$ 7,500
- Silver \$ 5,000
- Bronze \$ 2,500

Comments

Return completed form to:

Events@POEHR.com

10440 N. Central Expressway, Suite 1250, Dallas, Texas 75231