We understood the potential of people. We celebrated diversity and put the lens on inclusion at the workplace. We brought technology to the fore. We helped organisations & individuals see beyond their potential.

In the last 15 years we built revolutionary strategies to help our stakeholders level up their games and stand firm with their organisational ethos. – building long-standing partnerships with our Members, Partners, Clients and Delegates.

It is now time to celebrate all the victories, learn from the adversities and build on our collective efforts towards Creating Better Workplaces.

Now is the time to move Together Towards Tomorrow.
What did The HR Confluence of 2020 deliver?

- 3056 Delegates
- 47.4K+ Website Sessions
- 51.8M+ Social Media Impressions
- 421+ Original Tweets
- 46.4M+ Social Media Reach
- 170+ Speakers
- 72.5k+ Total Engagements (on social media)
- 44+ Partners

41 Winners across 9 Categories, with 330 nominations
#SHRM20

Hashtag Hits
(Conference Days)

- 2.8K+ Total Tweets
- 450+ Total Users
- 6.5M+ Total Reach
- 23.4M+ Total Impressions
- 2.4+ Total Retweets
Conversation Snapshot on Social Media Platforms

Kunjal Kamdar @kunjal23 - 16h
3000+ attendees ---- Just WOW. Kudos to @SHRMIndia @AchilKhanna1 @shrutsays @Archanajerath and the entire team for creating this amazing platform. #SHRMi20 @JohnnyCTaylorJr @SHRM

Shalini Sharma @shalinisharot - 51s
"We are not GOD, we are INDIANS. We are next best.
Superb.
I am totally spell bound with way he is conducting this. The best so far @SHRMIndia #SHRMi20
Guys, you don’t afford to miss it.

Rachit Mathur @rachitgold - 9h
@SHRMIndia Thanks for organising this amazing web conference.

Shalini Sharma @shalinisharot - 51s
"Tiger". The name stuck. He is now the CEO of Ganges. Today he along with his CTO Dr Neeraj Tripathi were in conversation with the CEO of SHRM, Johnny C Taylor. The session: The SHRM India Tech Conference 2020.

Raj Sinha @RajC25...49m
Two days of supreme experience at @SHRMIndia Annual Conference 2020 & now time for #SHRMawards20 @recognition at its best. #SHRMIndia #SHRMi20 #hr #humanresourcemanagement #DiversityAndInclusion #LeadershipMatters #BusinessComesAlive #leadershipofservice #leadershipMatters

Thinukumaran R @Thinukr -8h
Work - #Positive #Pessimist: RachitMathur!

"You have to loosen the reign when it comes to gig economy, so you have to create a lean structure for your organization."
-Rachit Mathur, Co-Founder & CEO, Avenue Growth

SHRM India 32,317 followers
An extremely powerful and energetic session. A great way to start the day!

@upliftService @DRenkKaufman @rightselection @SHRMIndia @AchilKhanna1 @NiranjanJ @SHRMIndia #SHRMi20
Our Partners
Winners across 9 Categories, with 330 nominations

The SHRM HR Excellence Awards have been instituted as an exemplary platform to recognize organizations that put people first, deliver future focused excellence in the field of People Management and understand the importance of human capital as a key contributor to business outcomes.

The SHRM HR Awards Intent

These awards recognize the pioneering and innovative people management practices that impact not just organizations but also business, society and the profession as a whole.

These awards are founded on the philosophy to recognize organizations, which have excelled in bringing NEXT into their people practices and empowered HR to become a Strategic Business Partner.

These Awards also celebrates and acknowledge organizations that work passionately towards raising the bar for the profession through constant innovation.
Wide **Media Coverage** across leading news platforms
SHRM HR Excellence Awards
Special coverage on CNN & CNBC
Marketing and Promotions

Website
The #SHRMI20 website is the most comprehensive platform covering all aspects of the conference to reach HR Professionals across the globe.

E-Newsletter
SHRM’s newsletter was the medium used to share updates on speakers, sponsors and the conference as whole over the course of the promotional period.

Direct Mail
We reached out directly to HR Professionals interested in the conference using direct mail.

PR & Media Coverage
The #SHRMI20 PR campaign was integrated strategic plan to spread the word about #SHRMI20 throughout the HR industry.

Social Media
#SHRMI20 was promoted across social media platforms like Facebook, LinkedIn, Twitter and Instagram.

E-Mail Campaigns
Our email campaign actively reached SHRM’s Global Database.

Online Advertisers
SHRM Digital Advertising spanned the online display advertising network, targeting relevant websites for the HR database.
Thank You

See you next time at #SHRMETalent21