POST SHOW REPORT

#SHRMEdge20
29th & 30th July, 2020
SHRM Edge 20, A unique Virtual Experience about All Things Talent set the bar up-high for a virtual experience of knowledge sharing, networking and talking about the most essential element of human resource—Talent.

With a unique one of its kind virtual platform SHRM Edge 20 broke all barriers and digitally brought together 4 Conclaves on Talent Management, Talent Wellbeing, Talent Development & Talent Acquisition.

The all new SHRM Edge’20 was not just a platform for disruptive discussions between thought leaders, HR thinkers and delegates, but also a platform for holistic personal development through our series of new masterclasses & immersive sessions.
Over 2.5x Growth with the New virtual conference

World hit a Pause due to the Pandemic

SHRM hits Play on All things Talent. Leading the way to the future of virtual events & exposition.

SHRM Edge 2020
Total Attendees 4130+
<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delegates</td>
<td>4132+</td>
</tr>
<tr>
<td>Website Sessions</td>
<td>32K+</td>
</tr>
<tr>
<td>Total Impressions</td>
<td>25M+</td>
</tr>
<tr>
<td>Original Tweets</td>
<td>260+</td>
</tr>
<tr>
<td>#SHRMEdge20</td>
<td></td>
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<tr>
<td>Hash-Tag Reach</td>
<td>46M+</td>
</tr>
<tr>
<td>Tweets with Hash-Tags</td>
<td>26K+</td>
</tr>
<tr>
<td>Speakers</td>
<td>136+</td>
</tr>
<tr>
<td>Ads Registrations</td>
<td>2K+</td>
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<tr>
<td>Total Engagements</td>
<td>600K+</td>
</tr>
<tr>
<td>Partners</td>
<td>65</td>
</tr>
<tr>
<td>Website Traffic</td>
<td>21K+</td>
</tr>
</tbody>
</table>
Social Media Mentions

Harjeet Khanduja @HKhanduja · Jul 30
It is a great experience #SHRMEdge20

Sanjeev Sahgal @sanjeevsahgal · Jul 30
@SHRMIndia #SHRMEdge20 "Innovation comes from outside the organizations because we teach employees to follow internal policies, ways of working and not break out of the mold" Recognize the challengers and celebrate failing fast.

Sam @xecutivsam · Jul 29
Today example of #SHRMEdge2020 is live example of How & why agility is important in technology and organisations. #bravo to the tech team.

Rachna Bhanot @rachna_rb · Jul 29
Agility is what is critical in the world today, turn to YouTube and ensure the right experience at #SHRMEdge20, all things talent. Insightful keynote and interesting perspectives on the panel discussions are engaging.
**Social Media Conversations**

**nayan @nayam4913399 - Jul 29**
Thank you #SHRMEdge20 @SHRMindia for this amazing and insightful experience. Great interactive platform.
@AchalKhanna1

**Shalini Sharma @shaliniharnot - Jul 29**
"What makes us bad is not realising that we have an unconscious bias"
#SHRMEdge20 #stepoutofSHRM
Just started watching the live stream on @YouTube
@SHRMIndia

**Agniwesh Thakur @agniwesh**

"Big thanks to the entire team at @SHRMindia for creating India's biggest virtual HR conference. Had a great time learning and sharing amazing insights with the HR community. And kudos to the HR Influencers for amazing engagement."

-Kunjal Kamdar
@kunjal23

"#SHRMEdge20 Thank you @AchalKhanna1 and Team. SHRM for engaging 2 days of learning."

-Agniwesh Thakur
@agniwesh
Social Media Conversations

Thanks to all our partners, delegates & participants for your unwavering support and encouragement in helping us put up a great show. Here is a small glimpse at what you had to say about #SHRMEdge20.

#SHRMEdge20 #Digital #COVID19 #HRTrends #HRCommunity #HumanResources #Humans

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Root is the source of the fruit ~ @SadhguruJV at #SHRMEdge20 @AchalKhanna1 @SHRMIndia #FriendsofSHRM

6:27 PM · Jul 30, 2020 · Twitter for iPhone

113 Retweets and comments 177 Likes

Keerthan @kerthn · Jul 31
Replying to @shweta_hr @SadhguruJV and 2 others
Quality of the fruit depends on the quality of the root.

Shubhangi Gupta @rockabyeYogi · Jul 31
Replying to @shweta_hr @SadhguruJV and 2 others
Exactly!! And the mind goes to think about the fruit rather than focusing on nurturing the root!! Oh Sadhguru, you say such significant things in such easy ways!!

Jayashree Kumar @jayashree_kumar · Jul 31
Replying to @shweta_hr @SadhguruJV and 2 others
Haha, if we cut off the root, there is no chance of fruit! So look after the basics will!!

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Human is not a resource - a human being is a possibility. It is just that there is always a distance between a possibility and a reality. @SadhguruJV

@IshaLeadership | @JohnnyClayton1 | @IshaFoundation | @SHRM | #SHRMEdge20

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Adeh Aravind @mohonaravind · Jul 31
Replying to @ThrusHR @SadhguruJV and 11 others
The #HCM movement has been around for a while. #Human as a Capital - mostly by the rebels within HR - it took a minority to set off #Change #HrmEdge20

Keerthan @kerthn · Jul 31
Replying to @ThrusHR @SHRM and 12 others
A human is born with a possibility of boundless magnitudes. If we look at them as a resource, we reduce their potential to a minuscule but if nurture and build their potential, they create wonders for themselves and the society.

Nithya Sundaramorthy @leguna2519105 · Aug 2
Replying to @ThrusHR @SHRM and 12 others
Well said! Being human is a possibility without limits. It just needs some nurturing to bloom to its full capacity!
Thanks to Our Partners

Title Partners

SAP SuccessFactors

THE BEST RUN

SAP

Conclave Partners

TALENT DEVELOPMENT
talentsoft

Presenting Partner

TALENT ACQUISITION
indeed

Presenting Partner

TALENT MANAGEMENT

speakin

P-Learning Partner

TALENT WELLBEING

StartUp Innovation Partner

PARAGONLABS

Diamond Partners

wework

KRONOS

clink

Platinum Partners

OrgMapper

edcast

TALENTEDGE

SANOFI PASTEUR

EMRITUS

Gold Partners

STARA ROUTE

ISHA

Talent Services

randstad riseforpeople

People

Teleperformance

tesco

edX

HUGHES

LeadPro

IndianOil

rentomojo

PeopleStrong
Thanks to Our Partners

Silver Partners

Exhibitor Partners

Associate Partners

Start Up Partners

APAC Community Partners

Media & Community Partners

Virtual Event Partner
Trending Keywords
Take a look at our Digital Demographics

City-wise Traffic

Country-wise Traffic

United States
Singapore
Canada
Malaysia
Philippines
Thailand
United Kingdom
Vietnam
South Korea
Wide National Media Coverage across leading News Platforms

- Business India
- SME TIMES.com
- SightsIn Plus
- Medium
- curriculum
- 4Ps
- BUSINESS DAY
- INDIA TODAY POST
- Skill Outlook
- StartUp terminal
- StartUp Success Stories
- India EducationDiary.com
- dailyhunt
- 10 times
- WORLD HR Diary.com
Moving from strength to strength

What are SHRM's plans for India? Our India operations are moving from strength to strength, and we remain committed to fostering a vibrant and inclusive workplace for all. We are working closely with our members, partners, and stakeholders to create opportunities for growth and development.

Total Attendees

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Media Coverage

Virtual Conference

SHRMEdge 2020 – Asia's largest HR Conference off to a virtual start

New Delhi: SHRM Edge 2020, biggest ever virtual conference with the theme ‘All Things Talent’ is off to a grand start. The Society for Human Resource Management (SHRM), World's largest HR Professional Society is holding its first ever virtual conference on account of safety concerns due to the global pandemic. Inaugurated by Achal Khanna, CEO, SHRM India and Business Head APAC and MENA, the two day virtual conference and exhibition is expected to bring together 4000+ participants, including mid & senior level HR professionals.

Post your talk about the key imperatives that create value for an organization by attracting and retaining the best talent. Talent matters. And it’s going to matter more than ever. This is the time to be creative and innovative, and to think outside the box. This is the time to be bold and to take risks.

Announcing the conference, Achal Khanna, CEO - SHRM India & Business Head APAC and MENA said, “The two day event is the only opportunity in the region to bring together HR professionals and leaders from across industries and sectors to explore solutions and strategies to keep businesses moving forward in a changing work environment. The event will feature expert speakers and panelists, providing insights and actionable strategies to navigate the challenges of the new normal and beyond. SHRM India and APAC are proud to bring this virtual conference to the region and hope to see you there!”

SightsIn Plus
Media Coverage

SHRM EGDE 2020 virtual conference concludes successfully

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New Delhi: SHRM EGDE 2020, the virtual conference hosted by the Society for Human Resource Management (SHRM), concluded successfully today. The one-day virtual conference with super specialized sessions had a global flavor with attendees as well as speakers from across APAC and the world.

Media Coverage

SHRM EGDE 2020 virtual conference concludes successfully

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Media Coverage

SHRM EGDE 2020 virtual conclave concludes successfully

New Delhi, 31st July 2020: SHRM EDGE 2020, the virtual conclave hosted by the Society for Human Resource Management (SHRM), concluded successfully today. The one-of-a-kind virtual conference with super specialized conclave had a global flavor with attendees as well as speakers from across APAC and the world. A series of deliberations and moderated sessions were held on genuine issues affecting businesses and people across the world. Driving a culture of innovation, adapting to the new normal and ensuring a safe and secure work environment are some of the key points of discussion at the conclaves. The two-day virtual conference and exposition brought together 4000+ participants, including mid & senior leaders from organizations across the globe.

SHRM EDGE 2020 on 29th & 30th July 2020: Virtual Conference will have four focused conclaves on Talent Acquisition, Talent Management, Talent Wellbeing and Talent Development

The Society for Human Resource Management (SHRM), the largest HR professional society, representing 3,10,000 members in more than 165 countries will organize a virtual conference in the last week of July on 29-30, which will have 30+ knowledge sessions by 90+ global speakers and experts. The Virtual Conference with the theme ‘All Things Talent’ will address the future of work, worker and workplace. Attendees will walk away with learnings and practical tools to forge a more competitive and innovative talent strategy to help their organizations come out stronger and thrive in the changed world order. The virtual conference with global attendees from APAC countries will feature over 20 hours of unparalleled learning in over 30+ knowledge sessions. Interactive exhibitions and engaging experiences in the virtual space will bring together leading experts and industry leaders to focus on talent acquisition, talent management, talent wellbeing and talent development. Some of the esteemed speakers for the conference this year are Ajay Banga, Chief Executive Officer, Mastercard; Sunil Kant Mittal, Chairman, The Hinduja Group; Josh Bersin, Principal, Bersin by Deloitte – Deloitte Consulting LLP; Jason Averbook, Co-founder & CEO – Leageng, Dr Sumit Maira, CEO for Texas PLCs Global Business Services division & CEO of Texas Hongkongen; Aparna Purohit, President Jagran Prakashan Group; Amit Das, Director-HR & CHRO, Bonati Coleman & Co Ltd (The Times Group), Tan Tai Oon, Dr. E. Palan, Pro-Chancellor, University of CYbodia, Swon Armstrong, Managing Partner, Global Training Transformation, Aarthi Goyal, CHRO, Tata Communications Limited; Kevin Martin, Chief CHRO, TATA Communications Limited; Kevin Martin, Chief Research Officer, iRIP; Kyle Lagina, Director of Strategy, Beaumont.

Announcing the conference, Achal Khanna, CEO – SHRM India and Business Head – MENA & APAC, said, “SHRM India has put together SHRM EDGE 2020, a unique virtual HR conference on all things talent where you will explore every aspect of talent in detail – from acquisition and development to management and wellbeing. You will get to discover it all. Let’s get together to build a future-ready and a healthy workforce.”
Media Coverage

SHRM Edge 2020 virtual conclave concludes successfully

SHRM EDGE 2020, the virtual conclave hosted by the Society for Human Resource Management (SHRM), concluded successfully today. The D2C platform hosted a virtual conclave with super-specialized convened heads of HR and leaders from across APAC and the world. A series of deliberations and moderated sessions were held on diverse topics affecting businesses and people across the world. Drawing a crowd of innovation, adapting to the new normal and ensuring a safe, secure and collaborative experience was one of the key points of discussion at the conclave.

SHRM EDGE 2020, the virtual conclave hosted by the Society for Human Resource Management (SHRM), concluded successfully today. The D2C platform hosted a virtual conclave with super-specialized convened heads of HR and leaders from across APAC and the world. A series of deliberations and moderated sessions were held on diverse topics affecting businesses and people across the world. Drawing a crowd of innovation, adapting to the new normal and ensuring a safe, secure and collaborative experience was one of the key points of discussion at the conclave.

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New Delhi: SHRM EDGE 2020, biggest ever virtual conference with the theme 'All Things Talent' is off to a grand start. The Society for Human Resource Management (SHRM), World's largest HR Professional Society is holding its first ever virtual conference on account of safety concerns due to the global pandemic. Inaugurated by Archana Khanna, CEO, SHRM India and Business Head APAC and MENA, the two day virtual conference and exposition is expected to bring together 4000+ participants, including mid & senior level HR professionals and corporate leaders from organizations across all sectors.

SHRM EDGE 2020 is the latest innovation in virtual learning by SHRM - the Voice of All Things Work. The Virtual Conference will address the future of work, worker and workplace in...
**Website**
The SHRM Edge website is the most comprehensive platform covering all aspects of the conference to reach HR Professionals across the globe.

**Social Media**
SHRM Edge was promoted across social media platforms like Facebook, LinkedIn, Twitter and Instagram.

**PR & Media Coverage**
The SHRM Edge PR campaign was integrated strategic plan to spread the word about SHRM Edge throughout the HR industry.

**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.

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

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

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