



# The Future of Work and Workers' Wellbeing

## Elite Event Sponsorship Opportunities

*The Cyprus Human Resource Management Association (CyHRMA) is delighted to host an elite event with the support of the European Association for People Management (EAPM), bringing together HR Executives from more than 35 countries!*

### Event Highlights

- **Keynote Speaker: Sir Christopher Pissarides (Noble prize Laureate in Economic Sciences)**  
A Cypriot economist, a Regius Professor of Economics at the London School of Economics and Political Science (LSE) and a Professor of European Studies at the University of Cyprus (UCY). His research focuses on macroeconomics, labor economics, economic growth, and economic policy.
- **Panel Discussion:**  
A thought-provoking discussion on the challenges and opportunities HR professionals face when shaping the future of work with:
  - Ms Berna Öztinaz (President, European Association for People Management)
  - Mr Anthony Ariganello (President, World Federation of People Management Associations)
- **Networking with Global and Local HR Leaders:**  
Network and build connections with international and local HR professionals from more than 35 countries.

### Audience

- HR Professionals
- Business Leaders & C-Level Executives
- HR Academics & Researchers
- HR Technology Vendors
- HR Students & Aspiring Professionals
- Learning & Development Professionals
- Professional Coaches
- Industrial Relations & Employment Law professionals
- Business Consultants

## Sponsorships & Benefits

- **Brand Visibility**  
Your Company's name and logo will be prominently displayed on all promotional material, event signage, and social media campaigns. You may also distribute marketing materials or promotional items to event participants.
- **Targeted Exposure & Networking**  
The event attracts a large international and local audience, providing direct engagement with potential new clients.
- **Free entrance**  
For up to 4 people of your Company.
- **Free advertisement**  
In the CyHRMA magazine and email distribution.
- **Press release and media coverage**

## How to become a Sponsor

Contact us at [info@cyhrma.org](mailto:info@cyhrma.org) or **22318081**.

# Sponsorship Packages

Level of support	<b>GOLD SPONSOR</b>	<b>SILVER SPONSOR</b>	<b>BRONZE SPONSOR</b>
<b>Value/ Benefits</b>	<b>€ 1.500</b>	<b>€ 1.000</b>	<b>€ 500</b>
<b>Exclusivity</b>	<b>1 Gold Sponsor</b>	<b>unlimited</b>	<b>unlimited</b>
<b>Media Exposure (alphabetical order) Corporate logo on all Marketing, Advertisements and Posters</b>	The logo will appear in Priority on all Media	The logo will appear in 2 <sup>nd</sup> Priority on all Media	The logo will appear in 3 <sup>rd</sup> Priority on all Media
<b>Company Description on Website</b>	√	√	√
<b>Exhibition Area</b>	Booth		
<b>Free Delegates</b>	up to 4	up to 2	1
<b>Handout sponsor marketing material*</b>	√	√	√
<b>Free advertisement in "People &amp; Work"</b>	1 full high-profile page in two issues	1 standard page in one issue	1 half page in one issue
<b>Free Email Distribution</b>	2 - within a year from the date of the Event	1 - within a year from the date of the Event	

## Terms & Conditions

1. All above benefits will be pre-agreed with the Association and will be finalized in the Sponsorship Agreement.
2. Formally invited guests of the Association and guests/members that are participating as speakers to the conference will not be counted as part of the free delegates quota entitled by each sponsor.
3. The payment of the sponsorship fee will have to be made on signing of the sponsorship agreement.

\*All material must be pre-approved by the Association and must be placed by the Sponsors' delegates at the participants' table seat the evening before the event takes place.