



38th Annual Conference

KYSHRM

Aug. 30- Sept. 1, 2022 | Galt House Hotel | Louisville

presented by



August 30 – September 1, 2022

Galt House Hotel, Louisville, Ky.

2022 POST-EVENT REPORT

WWW.KYSHRMCONFERENCE.COM

ABOUT THE KYSHRM CONFERENCE

The KYSHRM Conference provides a broad cross-section of HR training. From the basics every HR professional needs, to offerings for C-suite leaders, to the latest ideas that are changing the workplace landscape, the KYSHRM Conference helps HR professionals stay abreast of the current HR landscape and look to the future. The heart of the conference is the exhibit hall, which includes 100+ solution provider companies offering a variety of HR resources. Attendees are afforded the opportunity to connect and learn about products/services from exhibitors and sponsors during breaks, meals and receptions.



What ATTENDEES Had to Say

First time attending and it was so informative and interactive! I loved the workshops and the exhibit hall. I got a lot of great takeaways from the conference. Looking forward to next year! Thanks everyone for all the hard work!

Enjoyed the conference overall. Good classes. Conference was very well put together. Had attended the Indiana SHRM Conference many times over the years. This was my first Kentucky SHRM conference, and it was run very equal to the Indiana Conference. Good networking opportunities. Enjoyed The Belle of Louisville.

Great conference with awesome keynotes and session presentations! I don't know how the committee does it, but you've taken it to another level, thank you for your hard work and time planning!!

It was fantastic! Thank you for putting on such a great event.

Great conference – well organized, diverse, truly representative of the great commonwealth of Kentucky!

The conference was great. I enjoyed each of the sessions I signed up for and feel they were relevant to the current HR environment. The keynotes provided many great ideas and actionable thoughts. The venue was easy to navigate. I am excited for next year's conference to be in Lexington.

Great speakers! Good information. Thank you!

This was my first conference, and it was wonderful!

I absolutely enjoyed myself, and I will be back next year.

Topics were very interesting.

I enjoyed the entire conference.

It was a great conference and I had a wonderful time and learned alot.

What SPONSORS & EXHIBITORS Had to Say

We had great participation and excitement. Very valuable.

Lots of great conversations with a variety of different companies represented.

We book more demos at this conference than all of the ones we've attended this year combined! KY rocks!

My group had a lot of fun and made some great contacts. The Louisville Belle was a great finale!

The Whova App is the most comprehensive and easy to use app I have run across so far.

Top shelf event.

I have done many trade shows, and I was very impressed with the organization of this event. The food, the announcements, the heads up about parking and hotels – it was seamless.

The venue was fabulous, very nice.

This conference did an outstanding job of getting attendees to visit the Exhibit Hall!

The \$2500 incentive to visit the booths makes all the difference.

This, by far, is the best conference app I've seen and used.

The app makes it so easy to collect and export leads after the show. Love it!

This was a great tool and very user friendly. The communication was great.

Loved the app. It was fun and gave us a way to connect with people before the conference and share our fun beach theme and video!





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CONFERENCE ATTENDEES

Those in attendance saw and heard your company name through:

Sponsor signage/banners

Slides shown

Verbal recognition of sponsors

Conference app

ATTENDEE DEMOGRAPHICS

Titles (of those in attendance)

10% Executive

28% Director

28% Manager

34% Other

Industries Represented:

39.9% Services

21.6% Manufacturing

15.4% Finance, Insurance, and Real Estate

10.1% Transportation/Communications/Electric/Gas/Sanitary

5.3% Wholesale Trade

3.4% Public Administration

1.9% Construction

1.9% Retail Trade

0.5% Mining

Company Size (# of employees):

56% 0-100

22% 101-250

12% 251-500

7% 501-1000

4% 1001+



22/105

SPONSORS/EXHIBITORS

The KYSHRM Conference has been and will continue to be successful thanks to our sponsors and exhibitors.

Thank you for your support!

[View our sponsors here.](#)

[View our exhibitors here.](#)



IN-HOUSE MARKETING

Email

22	Unique promotions
152,923	Emails delivered
33,523	Unique opens
1,770	Clicks

Social Media

Facebook

2,556	Impressions
162	Engagements

Twitter

798	Impressions
1,110	Engagements

Press

1	News Release
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Website Presence

Sponsor logos and company webpage links displayed at www.kyshrmconference.com

Conference App Presence

Brand Exposure

Web, print, advertising and email.

OUTSIDE MARKETING

Digital

6	Business Lexington digital ads
2	Business Lexington E-blast
1	HR Professionals magazine E-blast
1	KCCE Digital Newsletter

Print

1	Qtr-pg. Business Lexington Print Ad
1	Qtr-pg. Kentucky Chamber News Print Ad
4	Full-pg. HR Professionals magazine Print Ads

OVERALL EVENT RATING



PARTICIPATE IN 2023!

Contact:
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