

EXECUTIVE INSIGHTS: HR TECHNOLOGY July/August 2018

Publish Your Top Executive's Outlook on the Future of HR Technology!

Overview

Human Resource Executive's® Executive Insights: HR Technology offers a unique opportunity to tell over 75,000 Print, 54,000 App and 100,000 Digital Edition HR decision-makers what your top executive feels is the most HR Technology important trends and challenges HR will face in the next 5 years.

Don't miss your opportunity to be part of the Executive Insights: HR Technology. Published in the July/August 2018 issue of *Human Resource Executive*, and included in our digital version. This is your company's chance to identify challenges ahead and how possibly your company's products or solutions could assist.

Includes:

When you buy 1 tabloid advertisement in the July/August 2018 issue you'll receive:

2018

WHAT'S AHEAD

Terry Turk
CEO of ADP
The Right Thing, in ADP's Co.

Employment Branding and the Increasing Talent Gap

There's something missing in the way we talk about talent acquisition. While we're quick to agree that the key to finding the right talent is to identify and attract talent, we're slower to agree on how to do it. And, 82 percent of our respondents agree that the talent gap is a real problem in the market, with one-third of respondents saying it's a major problem. So, what's the solution? It's not just about finding talent, it's about creating a compelling employment brand that attracts the right talent to your organization.

Employment Branding - Talent Acquisition

Employment branding is a strategic approach to talent acquisition that focuses on the organization's unique value proposition and the benefits it offers to its employees. It's not just about finding talent, it's about creating a compelling employment brand that attracts the right talent to your organization.

Closing the Talent Gap

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Adjacent page to publish your thought leadership editorial, written by you (750 words), and edited and published by Human Resource Executive®.

Close Date for Thought Leadership Piece: June 13, 2018

Executive Insights – July/August 2018 Issue

“What’s Ahead” Guidelines

Human Resource Executive® is offering a unique opportunity for your company leaders to share their views of future HR challenges and solutions with more than 75,000 HR executives who subscribe to the magazine.

As part of our special new Executive Insights that will appear in the July/August 2018 issue of *HRE*, your company’s CEO, president or other top leader is invited to write a guest byline. Each byline will look to answer the following question. **“What are some of the key ways in which technology can help HR leaders address their organization’s most significant business challenges?”**

Don’t miss your opportunity to be part of Executive Insights! This is your chance to speak with authority about the issues HR decision-makers care about most!

Below are a few items to keep in mind as you plan to promote your company in this special write-up on the changes HR faces in the next 5 years.

Maximum word count: Tabloid (750 words), 1/2 Tabloid (400 words)

Deadline: June 13th, 2018

- You’re welcome to write about any challenges and opportunities you consider important to the HR community.
- Be sure to write about the topic highlighted in bold above and **don’t** write about your company and products. (This is a chance for you to share your strategic vision, and we reserve the right to edit anything that sounds too promotional.)
- We encourage you to have an “officer of the company” byline the.
- Make sure you direct your comments to a senior HR executive audience.
- In crafting your content we encourage you to be original in your thinking and thought-provoking in your writing.
- Submit your content as a Word document to Nancy Sicilia at nsicilia@lrp.com. Include your company name, the contributor’s name and title, company location (city and state), and url.
- Also, please submit a color photo of the author (save as a TIFF or JPEG at a resolution of 266 dpi or higher). Either e-mail the photo or send a hard copy to Nancy Sicilia, Human Resource Executive, 747 Dresher Road, Horsham, PA 19044.
- We will select artwork that helps to illustrate your byline. The features will be attractively presented. Our art director and editors will select, with care, a photo or illustration that complements your topic.