

PERSPECTIVE: 2021

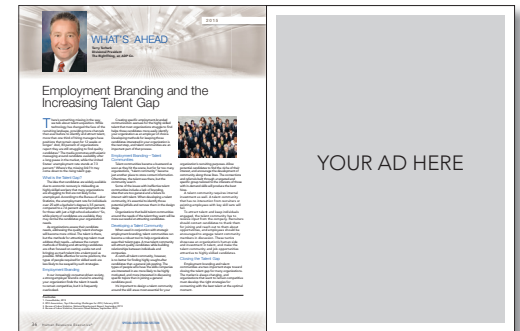
November 2020 Issue

Publish Your Top Executive's Vision of What's Ahead!

Overview: *Human Resource Executive's*® Perspective: 2021 offers a unique opportunity to tell over 65,000 Print, 54,000 App and 100,000 Digital Edition HR decision-makers what your top executive feels is the most important challenge HR Executives will face in 2021. Don't miss your opportunity to be part of the What's Ahead pages of the Perspective: 2021. Published in the November 2020 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 November 2020 issue you'll receive:

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



"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 65,000 HR executives who subscribe to the magazine.

As part of our special Perspective: 2021 that will appear in the November 2020 issue of *HRE*, your company's CEO, president or other top leader is invited to write a guest byline called "What's Ahead." Each byline will look forward to what that company leader considers to be **the most pressing business challenge for 2021 and what HR should be doing to address it.**

Don't miss your opportunity to be part of Perspective: 2021! 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 of the top HR challenges and solutions employers should keep in mind for the year ahead.

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

- You're welcome to write about any challenges and opportunities you consider important to the HR community. While we expect many of the vendor contributors will focus on their particular disciplines (i.e., retirement, screening, HR technology, talent management, etc.), you don't have to limit your response to your particular segment of the market.

- 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 "What's Ahead."
- Make sure you direct your comments to a senior HR executive audience.
- In crafting your "What's Ahead," we encourage you to be original in your thinking and thought-provoking in your writing.
- Submit your "What's Ahead" 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 "What's Ahead" features will be attractively presented. Our art director and editors will select, with care, a photo or illustration that complements your topic.

Close Date for Perspective: October 1, 2020