Human Resource Executive 2021

EXECUTIVE Q&A BENEFITS March/April 2021

Publish Your Top Executive's Vision on Benefits!

Overview: *Human Resource Executive's*® Executive Q&A on Benefits 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 thinks about the benefit industry.

Don't miss your opportunity to be part of the new Executive Q&A on Benefi ts Published in the March/April 2021 issue of Human Resource Executive. This is your chance to answer questions from our editorial department on the state of Benefi ts.

Includes: When you buy 1 tabloid advertisement in the March/April 2021 issue you'll receive:

Adjacent page for your Q&A (650 words), and edited and published by *Human Resource Executive*®

Guidelines:

Human Resource Executive® is offering a unique opportunity for your company leaders to share their views with more than 65,000 Print, 54,000 App and 100,000+ Digital Edition HR executives who subscribe to the magazine.

Please answer these 3 questions:

1. What are the biggest challenges facing HR leaders today as far as benefi ts are concerned?
2. Where do you expect to see HR and Benefi ts leaders focusing their attention in the coming months as they attempt to address those challenges?
3. What areas of employee Benefi ts are especially ripe for innovation?

Don't miss your opportunity to be part of this Executive Q&A! 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 section.

Maximum word count: Tabloid (650 words), 1/2 Tabloid (350 words)

- Be sure to answer the posed questions 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 "offi cer of the company" to provide responses.
- Make sure you direct your comments to a senior HR executive audience.
- In crafting your responses, we encourage you to be original in your thinking and thought-provoking in your writing.
- Submit your answers as a Word document to Joe Ciocca at jciocca@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 300 dpi or higher). E-mail the photo to Joe Ciocca.
- We will select artwork that helps to illustrate your responses. The section will be attractively presented. Our art director and editors will select, with care, a photo or illustration that complements your topic.

Close Date for Q&A: February 26, 2021