

Human Resource Executive® 2022

MAY CASE STUDY IN HR

Publish Your Company's Success Story!

Sponsorship Overview: *Human Resource Executive's*® Case Study Series offers a unique opportunity to tell over 65,000 Print and 100,000+ Digital Edition HR decision-makers how your product or service can solve the business problems they face every day. Don't miss your opportunity to be part of the Case Study in HR, published in the May issue of *Human Resource Executive*® and included in our digital version. This is your chance to have your company success story about how you "saved the day" for a client in need of your expertise.

Includes: When you buy 1 tabloid advertisement in the May issue you'll receive:

Guidelines: Below are a few items to keep in mind as you plan to promote your company and its special achievements in the Case Study in HR that will appear in the May 2022 issue of *Human Resource Executive*®.

Please keep in mind the purpose of the case study is to provide executives with an example of how employers, with your company's help, have found a HR solution to a specific HR problem.

Please prepare your own case study, using the following guidelines:

Maximum word count: 650, Return to: jciocca@lrp.com

Select a Competent Spokesperson.

The quality of the story will depend heavily on the spokesperson's familiarity with the project selected for the case study. His or her ability to describe the problem your company solved for the client and to discuss the interaction required by both companies for the successful resolution of the business problem is extremely important.

Be Prepared to Provide Relevant Background Information.

Your company's spokesperson will need to provide background information. He or she may be quoted, of course, but the main voice in the article should be the client.

Do Your Homework in Advance in Selecting a Client.

Advertisers frequently want to show off their biggest (money-wise, power-wise, prestige-wise) client, but that doesn't always work, particularly if the program

Adjacent page to publish your success story, written by you (650 words), and edited and published by *Human Resource Executive*®



didn't go as smoothly as expected. The companies that have been most pleased with and have had the best results from their case studies have selected a client that worked well with the provider during the implementation process and showed some really terrific outcomes as a result of the partnership.

The Client Spokesperson's Familiarity with the Project Really Counts.

It's also important to keep in mind that the spokesperson for the client will do a better job and help to create a better story only if he or she is thoroughly familiar with the project. It is especially important that he or she is willing to be quoted in the press. These stories are not exposes but case study examples showing ways companies and their clients work together to produce successful outcomes.

We Will Select Artwork that Helps to Tell Your Story.

The case studies are very popular and attractively presented. Our art director and editors will select, with care, a photo or artwork that complements the story.

You Provide Information for a Highlight Box about Your Client.

- Organization name (your client's company name)
- Headquarters for your client (include city and state)
- Your client's primary business (limit to 20 words or less)
- Describe the challenge you helped them solve (limit to 20 words or less)

Company, Client Commitment is Extremely Important for Success.

Last, but not least, make sure the client you select clearly understands these guidelines and understands the importance of his or her cooperation.

Close Date for Case Study: April 6, 2022