

peoplematters



become the answer.

peoplematters

Asia's most influential, the most far reaching & the most innovative platform in the space of People & Work

ENABLING 300K+ TALENT COMMUNITY TO BECOME THE ANSWER



World of work is progressing, shifting & innovating at a rapid pace.



Business leaders seek new answers for old questions.



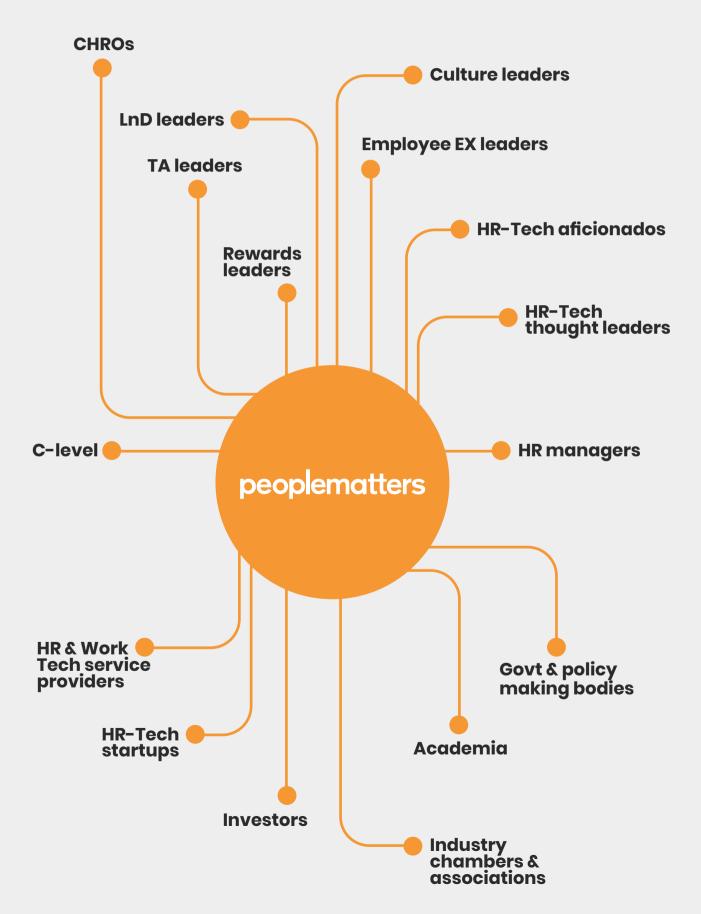
Organizations seek robust solutions for future challenges.

The global talent community seeks novel ideas to create newer disruptions.

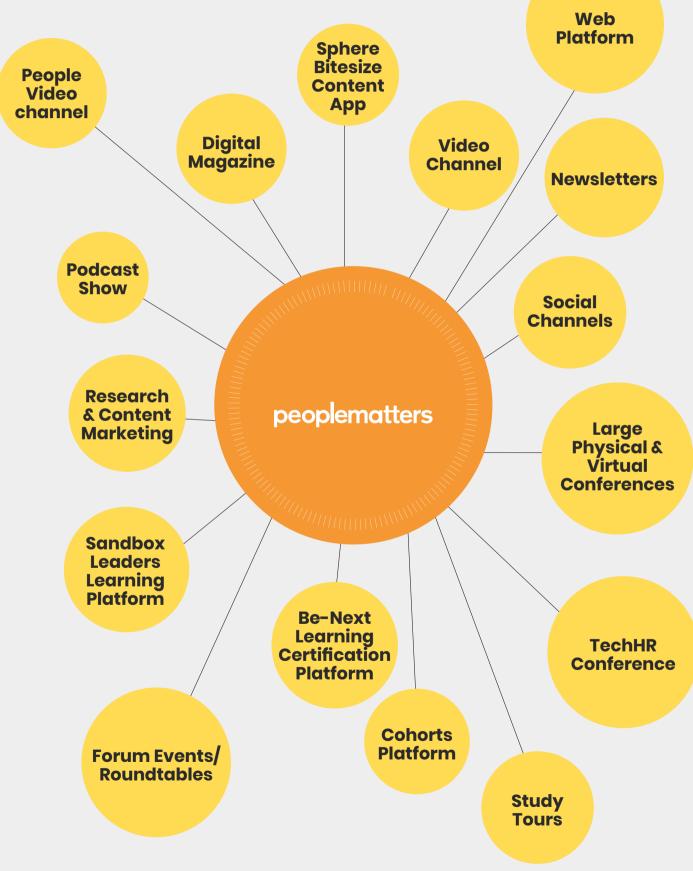
Do you have what it takes to become the answer?

BECOME THE ANSWER WITH **PEOPLE MATTERS**

OUR COMMUNITY LANDSCAPE At the centre of People & Work ecosystem



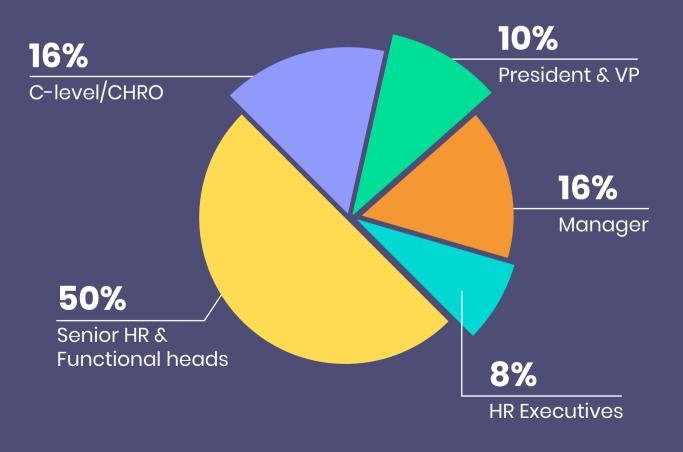
WE ARE A Content brand



AUDIENCE Strike right business conversations with people who matter DENDERGRAPHICS

Engaging **300K** talent professionals in India Global Subscriber Base

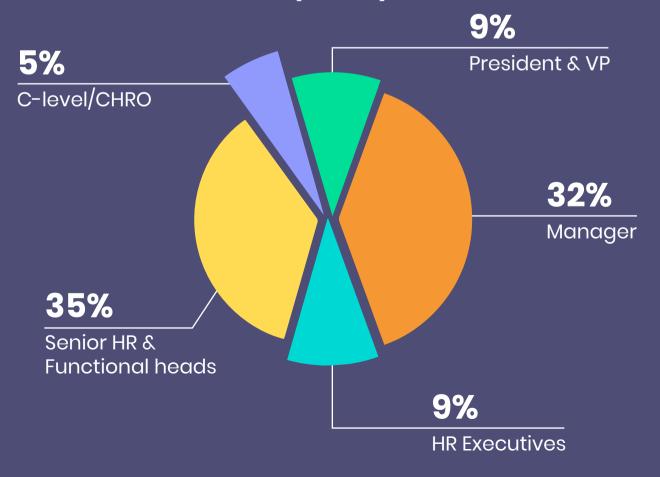
DESIGNATION SPLIT (GLOBAL)



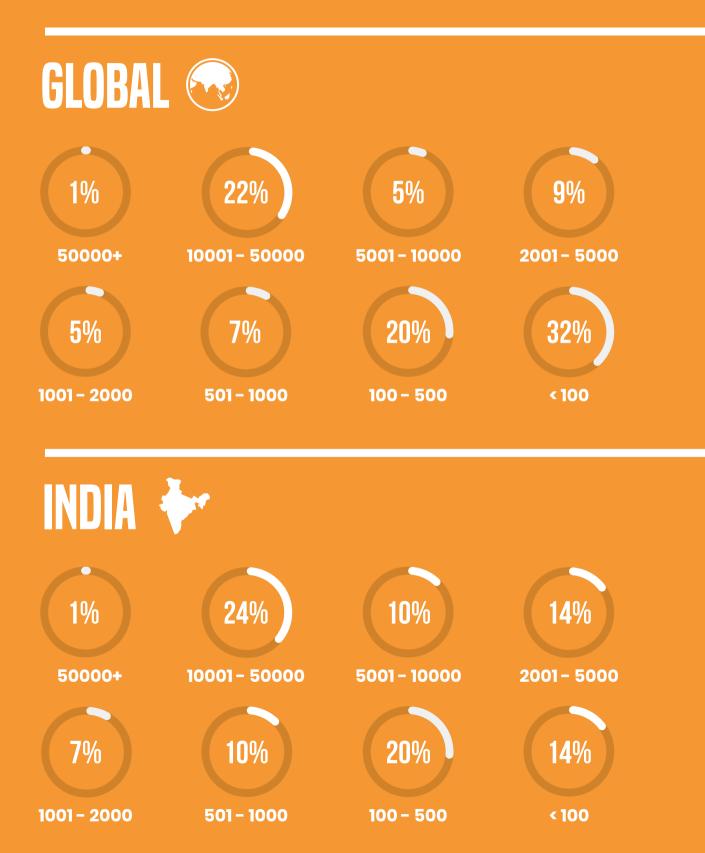
AUDIENCE Strike right business conversations with people who matter DENDERGRAPHICS

Engaging **300K** talent professionals in Asia India Subscriber Base

DESIGNATION SPLIT (INDIA)



ORGANIZATIONS SPLIT BASED ON EMPLOYEE STRENGTH



AMPLIFY YOUR REACH & INCREASE VISIBILITY with People Matters digital & offline platforms*



Digital magazine greadership

80K+ PER MONTH

WEBSITE TRAFFIC

150K PAGE VIEWS Per day

40K UNIQUE VISITORS PER DAY

GLOBAL

INDIA

4.5MN+ PAGE VIEWS

850K+ SESSIONS

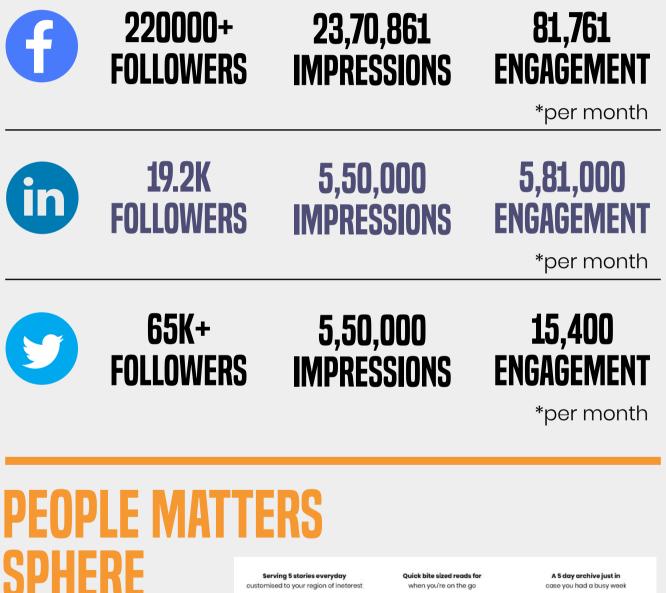
501K+ UNIQUE VISITORS **270K+** PAGE VIEWS

86K+ SESSIONS

106K+ UNIQUE VISITORS

SOCIAL MEDIA

300K+ OVERALL SM FOLLOWING



10K+ USERS

Serving 5 stories everyday customised to your region of in



Ouick bite sized reads fo when you're on the go

A 5 day archive just in case you had a busy week

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	April 27, 2019 (Monday)	

THE ANSWERS THAT OUR PARTNERS SEEK



How do I understand my customer pain points?



How do l engage the decision makers?

How do I communicate consistently with my customers?



How do I build thought leadership?





How do I build brand loyalty?



How do I create brand visibility?

How do I shorten sales cycles?



How do l differentiate my brand?



OUR CORE OFFERINGS FOR THE TALENT COMMUNITY

DIGITAL PLATFORMS

Reach, Engage with & Win Customers with People Matters digital platforms

- People Matters Magazine
- People Matters Sphere
- People Matters Virtual Sessions

People Matters Sandbox*

CONTENT MARKETING SOLUTIONS Build thought leadership & drive brand recall

- Content Curation for
 Thought leadership
 - Infograhics & Sketchnotes
- Dip Stick Studies

People Matters

Awards (AYIL)

- Customer Case Study Lea creations (Audio/ Video)
 - Leadership Podcasts

Online Webcast
 Sessions

Research Findings

COMMUNITIES

Amplify brand visibility & drive conversations with community initiatives

- Learning & Development India & SEA
- EX Virtual Conference

- Round Tables
- People Matters Cohort

TECH HR

Asia's Largest & HR Tech conference, where business happens.



PEOPLE MATTERS DIGITAL PLATFORMS

PEOPLE MATTERS MAGAZINE (PRINT & DIGITAL)

People Matters Magazine has always endeavored to bring the best of insights & information about People & Work practices to its readers across industries and sectors. The monthly issue is packed with insightful articles, interviews, industry news, events, and guests' columns from veteran practitioners and thought-leaders from the People & Work domain.

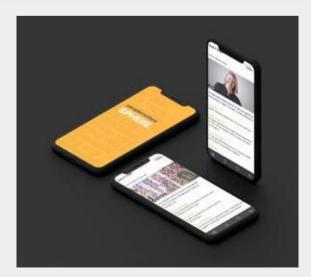
WITH ABOUT 80K+ MONTHLY READERS, PEOPLE MATTERS MAGAZINE IS DEFINITELY ONE OF OUR MOST INDISPENSABLE CONTENT ASSETS.

PEOPLE MATTERS SPHERE

peoplematters SPHERE.

Our new content app, People Matters SPHERE, gives a daily dose of Opinions, Insights, Analysis and News from the world of people & work.

WITH OVER 10K USERS ACROSS INDIA & APAC Region and 1500+ daily active users, Sphere IS our New Way to engage the busy Leaders to consume content instantly & Stay Ahead of the curve.



PEOPLE MATTERS BENEXT

People Matters BeNext is a skillbuilding platform for global HR Teams. Ideal for those looking to develop their impact at the very top of business, People Matters BeNext Certification Programs cover all the pressing skills that teams need to maintain their competitive edge - particularly at this uncertain moment.

BUILD THOUGHT LEADERSHIP, BUILD BRAND CREDIBILITY, NETWORK WITH HR LEADERS AND DEVELOP CONVERSATIONS WITH RIGHT PEOPLE, DIGITALLY.

PEOPLE MATTERS SANDBOX

A learning platform for leaders passionate about people & work, Sandbox draws together carefully-curated experimentative opportunities and exclusive sessions under one corporate membership.

P&G

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StarHub

SAP

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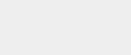
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BENEXT



PEOPLE MATTERS VIRTUAL SESSIONS

Maximize your brand visibility & build thought leadership with People Matters Virtual Masterclasses & Webinars on topical themes, curated with the global experts in analytics, employee experience, tech, transformation and more.



CONTENT MARKETING Solutions

Be visible & relevant to your customers with our customized content marketing solutions which suits your needs. Our talented digital marketers & content team would stitch a campaign to give readers the access to multidimensional content assets like articles, blogs, expert voices, sketch-notes, infographics, and webinars across Web, Mobile, and other mediums.

A 5-STEP APPROACH WE USE



LET'S TOGETHER BUILD STRONGER BRANDS!

WHAT FORMS CONTENT MARKETING CAMPAIGN AT PEOPLE MATTERS?

CONTENT FORMATS



- Articles
- Infographics
- Webcasts
- Panel Discussion
- Certification Master Classes
- Digital Roundtables
- Facebook Lives
- Tweetchats

- Case Studies
- Dipstick Studies
- Researches
- Virtual Week
- Virtual Conferences
- Video Case Studies
- Digital Lead Generation Campaigns

DIGITAL DISSEMINATION

- E Mailers
- Newsletters
- Banners
- Social Media Channels
- Push Notifications
- Microsite On People Matters Website
- Google Adwords



PEOPLE MATTERS COMMUNITIES:



En Decoplematters

People Matters Learning & Development conference enables L&D and HR heads to discuss learning Initiatives, leadership development, and organizational development. L&D Conference is an India-focused conference that sees participation from more than 800 delegates networking & sharing best practices across organizations



PEOPLE MATTERS EX VIRTUAL CONFERENCE

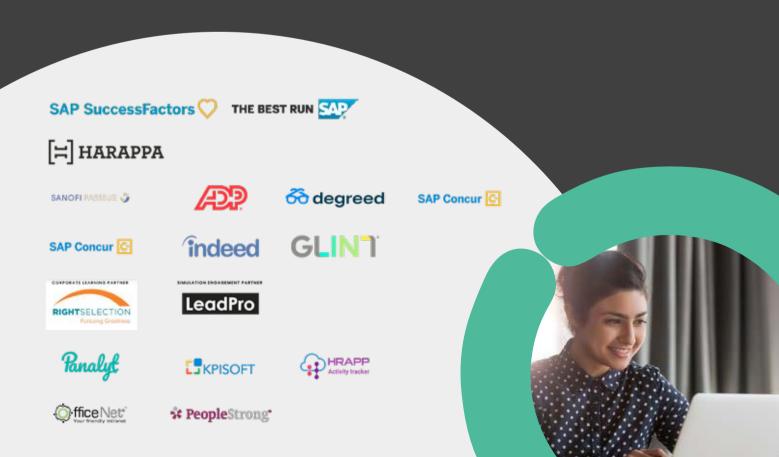






A full day virtual conference on the topic of employee EX featuring two virtual tracks which will take a deep dive into EX with keynotes, case study sessions, and panel discussions and a dedicated virtual exhibition space for our partners to showcase their latest offerings, the Virtual Conference will be an experience like never before.

LEARN, INTERACT, AND NETWORK VIRTUALLY WITH OVER 2500+ Delegates, 15+ Partners, & 45+ speakers and explore how Ex translates in every decision in the talent strategy.



peoplematters COHORT.

Unique virtual platforms for leaders to learn, collaborate, co-create & network. People Matters Cohort is a 3-day invite-only program for leaders to come under one platform and engage digitally.





BUILD THOUGHT LEADERSHIP, BUILD BRAND CREDIBILITY, Network with hr leaders and develop conversations with right people, digitally.

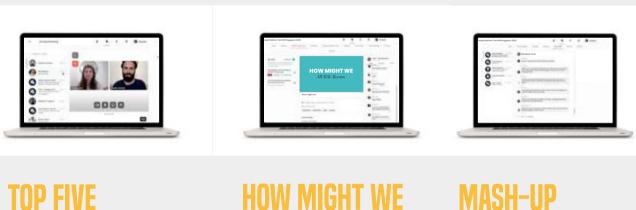




PEOPLE MATTERS TECHHR SINGAPORE 2020



THE GREAT RESET Rewriting the playbook For now and the future



Speaker Rooms

HUW MIGHT M MURAL Rooms

Discussion Breakout Rooms

3000+ Delegates

25+ Investors

30 Startups

<mark>4</mark> Tracks 100+ Speakers 80+ Sessions

PEOPLE MATTERS TECHHR INDIA 2020



THE GREAT RESET REWRITING THE PLAYBOOK FOR NOW AND THE FUTURE

TechHR is NOT a VIRTUAL CONFERENCE - IT IS A JOURNEY OF DISCOVERY

5000+ Delegates

100+ Speakers **4** Tracks

80+ Sessions **30** Startups

25+ Investors **70+** Partners

5 Certification Programs





SOME OF OUR CONTENT MARKETING CASE STUDIES



No. of Articles

29

Home Page Views **54.845**

Unique Visits **29,120**

Cumulative Article Views **56,769**

Cumulative Article Unique Views **29,031**

DIGITAL DISSEMINATION OF WHITEPAPERS

LEADING THROUGH Change in the Age of New Technologies TALENT MAGNET Manager A CULTURE BASED Approach to success with advanced Analysis

17860%DOWNLOADSDECISION MAKERS

CONTENT MARKETING Campaign to build air cover and thought leadership

A IRVALD REACHOUT INTERIM

HR Technology

Tweetchat on "High-tech vs high-touch" experience in the age of AI in HR

ORACLE

Let's Talk Talent

As a part of #LetsTalkTalentWeek, People matters in partnership with Oracle conducted a Tweetchat that brainstorm ideas on how HR professionals, as well as service providers, can navigate the shifting landscape of digitization in HR. Read on to find what the leaders thought about re-inventing HR in the digital age.



With HR technology being leveraged at every stage of the employee lifecycle, how can talent professionals identify the key human and machine touchpoints?

As bots take over transactional functions, which are functions that need a greater human connection? What are the challenges that HR leaders should be aware of? And how should the HR organization reinvent mself?

It is this set of mysteries which the expert panel of guests including Hardsep Singh, Head - HCM Applications Strategy - India, Oracle Corporation: Elser Martinez, CEO & Editor-in-Chief, People Matters: Satyajit Moharity, CHRO, Crompton Greaves Consumer Electrocals Limited, and Dr. Shrikam Vadapalli, Director - Telent Development, IDFC Bank amed to demystify in this Telestohat giving their views on invigating the shifting landscape of digitization in HR.

In case you missed the Tweetchat, we have compiled some expert comments for you: Q1. Why should HR leaders be thinking about "high touch vs high tech" experience?







CONTENT FORMATS

5 Million Social Media Reach



4 Million Google Reach

1,528 Organisations Participates Reach

6,00,000 Mailers Reach 7 Countries Localised Communications

COUNTRIES

& their organizations

CHINA	254	MALAYSIA
INDIA	211	INDONESIA
PHILIPPINES	169	AUSTRALIA
SINGAPORE	210	HONG KONG
THAILAND	157	

OVER 1500 ORG'S From Apache Participated

168

145

125

89

ALIGHT TRANSFORMATION VIDEO SERIES CHRO Video Interview Series

BANGCHAK CORPORATION



____ **4316** Video Views

___**4296** Page Views

..... **3139** Unique Views



.... 3580 Video Views

> __ **5245** Page Views

..... **3750** Unique Views

GO-JEK



___ **7318** Video Views

8828 Page Views

____ **6115** Unique Views





DIGITAL PLATFORMS

- To amplify SAP SuccessFactors brand positioning & awareness
- Outreach within the community & opportunity to educate them about SAP SuccessFactors key services
- To build thought leadership around - Bridging the divide in employee experience
- Generate interest within the community for SAP SuucessFactors products

APPROACH

AN EXCLUSIVE #EXWEEK INITIATIVE TO BUILD A HIGH-VOLUME ATTENTION ON THE TOPIC: 'MIND THE GAP: BRIDGING THE DIVIDE IN EMPLOYEE EXPERIENCE' ESPECIALLY DURING THE TIMES OF COVID- 19.

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Research Launch through webcast (virtual session)



Virtual Panel Discussion



Webcast LinkedIn Live



Podcast



Tweetchat

Campaign at a snapshot -Newsletters



OBJECTIVE/CHALLENGE

- Reaching out to right target audience (Larger HR community)
- Building brand perception as 'Market leader'
- More prospects & business conversations

TRACTING

MILLENNIALS

GAGING AND

SOLUTION APPROACH

6-MONTH CAMPAIGN COUPLED WITH MULTI-CHANNEL DIGITAL DISSEMINATION OF CONTENT ASSETS

- Market research to understand the audience
- White papers, articles, case studies, webcasts to build thought leadership
- Digital dissemination
 download campaign,
 email & social
 communication

NOTABLE OUTCOMES

31K+ page views

4. K social engagement 24K unique visits for the micro-page

54%

of engaged audience are decision makers



people g' Goodera

A



by **facebook**

TOPIC:

Only People Can Lead You Into The Future



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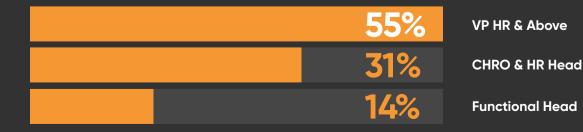
30

People attended the Cohort



Unique companies

DESIGNATIONS



SAP SuccessFactors 💙

THE BEST RUN

TOPIC:

How Organizations are **Reimagining Talent** Management in the New Normal



19

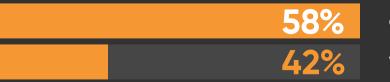
People attended the Cohort



Unique companies



DESIGNATIONS



CHRO & HR Head

VP HR & Above



TOPIC:

Reactive to Proactiv - Managing & Preparing Talent for the New Normal





24 People attended the Cohort



DESIGNATIONS





CHRO's & HR Head attended the Cohort

L&D Heads

ENGAGEMENT DURING THE COHORT



Attendees shared their Expectations from the Cohort



Attendees consumed the pre reading material, case studies & answered the questions based on that



Attendees done the assignment & shared peer to peer feedback

OUR ASSOCIATIONS DEFINE OUR BRIGHT FUTURE



WHO ARE WE?

We are a new-age media organization and a community of 300K+ talent professionals, with a vision to be a pivotal thought leader in the arena of people and work.

WHAT DO WE DO?

We bring to fore Ideas, Trends, Innovations and Expert viewpoints that raise the collective consciousness of the talent community through our high-quality media products. Our digital first approach, indispensable content & customizable solutions enables the fraternity of CHROs, business & talent leaders, HR tech solution providers & start-ups to 'become the answer' for the challenges of tomorrow.

#BECOME THE ANSWER

write to us at **sales@peoplematters.in** to give your brand the limelight it deserves. become the answer with people matters

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