

HR Evolve

Technology
Learning
Development

Exhibitors' Pack

FHRD 2024
Annual HR Conference

18 October
Hilton Conference Centre

FHRD
all about people

Introduction

As per previous years, the Malta Foundation for Human Resources Development (FHRD), will organise the Annual HR Conference and Expo. The event has today become the main conference in Malta for all things related to HR, Training, and Business Management.

This year's overall theme will be **HR Evolve: Technology, Learning and Development**. With Learning and Development (L&D) being an integral part of most organisational and HR strategies albeit at different intensities, depending on the size of the organisation, the HR and L&D professionals need to work hand in hand to ensure smooth running and efficiency of all functions.

HR and L&D collaborate on situations such as change management, hybrid working, performance management, onboarding, talent recognition, and succession planning to name a few. The interplay between L&D and HR presents a unique opportunity to create a synergistic approach that enhances learning outcomes and drives organisational success. By collaborating effectively, aligning objectives, and leveraging each other's expertise, L&D and HR can foster a culture of continuous learning, talent development, and employee engagement. Together, they can create a powerful partnership that nurtures a skilled and motivated workforce, ultimately contributing to the long-term success of the organisation.

As HR professionals, let's embrace the potential of this intersection and work collaboratively to bridge the gap, create alignment, and unlock the full potential of our organisations and employees. As we step into 2024, the world of work is standing at a crucial crossroads, shaped by the "Great Resignation," subtle workforce dynamics, and the impact of automation and AI. In this era of unprecedented change, the role of the HR Professional has never been more critical. To thrive in this dynamic environment, business leaders must embrace a proactive approach to address the challenges and opportunities presented by the future of work by prioritising major aspects of people's advancement.

We are planning a grand event based on previous successful editions. In line with last year's turnout, FHRD expects over 600 participants from a wide range of organisations, making it an unparalleled opportunity for exhibitors to network with HR professionals face-to-face under one roof. FHRD will line up a number of well-established international keynote speakers, together with speakers coming from local organisations. The event will be held at the Hilton Malta Conference Centre on Friday 18th October with number of pre-selected Interactive Workshops on the day.

Delegates' Feedback

97%

Felt that the conference met its objective

96%

Felt that they have gained valuable insight

95%

Felt that the information presented at the conference was useful

91%

Were of the opinion that the Exhibitors had relevant products and services that can potentially benefit their entities

*All figures quoted are based on the 2023 Annual HR Conference post-event survey.

5 Reasons to Exhibit



HR community

Exposure at the largest HR event in Malta which attracts the main HR Community in Malta with an audience of over 600 delegates from different companies.



Networking

The event provides a great opportunity to network with customers and peers, discuss ideas and make new contacts and leads.



Launch new products and services

Exhibiting at the FHRD annual HR conference is the ideal platform to launch new products and services and engage fact to face with your target audience.



Quality

The exhibition is run in conjunction with a top quality HR conference renowned for delivering invaluable advice and business solutions.



Lead generation

The annual HR Conference puts your organisation in contact with senior business decision makers who are keen to do business with you and gives your brand real exposure to an audience that matters.

What Exhibitors Get

Exhibition space including two complimentary conference tickets for the people manning the stand.

Exhibitors will be provided with a 1.84m table, 2 chairs, and power sockets.

Exhibitors, should they wish, can have 2 bistro tables instead of the 1.84m table and 2 chairs (available on a first-come, first-served basis).

Max 2.5m (width) 3m (height) and 2.5m (depth) space for backdrops/banners.

Logo on Electronic Backdrop during conference introduction.

Conference email marketing publicity.

Conference delegates info (for those delegates who agree to share their data).

EXPO Floor Plan including logos of the Exhibitors will be printed and displayed outside Spinola Hall.

One marketing item to be inserted in the delegates' conference bag.

Price to exhibit in the 2024 Annual HR Conference

€1,300 (excl. VAT)

For more information on exhibiting please send an email on events@fhrd.org or call on 2131 3550

Terms & Conditions

- Each stand is to be manned by 2 persons.
- Use of marketing promotional items and giveaways is encouraged.
- Maximum use of one TV screen (not more than 50 inches).
- The side panel of any display is to have a clean background i.e. No panels or wires can be visible.
- Full settlement must be made once FHRD confirms the stand. Failure to observe the payment will automatically lead to the cancellation of the order with no prior notice.
- No food items can be displayed.
- Exhibitors must observe the legal and regulatory requirements concerning public order and public safety at all times.
- FHRD will not be held liable for the consequences of any failure to observe the safety rules by the Exhibitor.
- The equipment made available in the exhibition area must under no circumstances adversely affect the correct operation of the venue safety equipment.
- FHRD will not be considered liable in cases of theft, loss, accidents, or damage befalling material and items stored or used by the Exhibitors.
- Exhibitors can only dismantle their stands solely following the end of the afternoon coffee break.
- Stands A, B, C and D are allowed ONLY two roll-ups and two bistro tables i.e. No structures can be set up.
- FHRD reserves the right to change the Terms & Conditions as per Conference exigencies.

EXPO Layout

