

Next level HR 2023

New Way of Work

30 май, Sofia Event Center

25 ГОДИНИ
МЕНИДЖЪР.

This year's edition of the Next Level HR 2023 – the HR professionals forum, organised by the Manager Business Magazine – puts the new way of working into the spotlight. Caught in the loop between labour market constraints and the need to reorganise internal processes, employers are facing challenges in attracting, engaging and retaining talent. Both state and private sectors are expected to play a key role in the effort to bring Bulgarians back from abroad. The discussions at the Next Level HR 2023 will be focused on today's trending topics in HR such as the 4-day workweek, practices on diversity, equity, inclusion and belonging, and ways to be more proactive in putting people at the forefront. We will also talk about approaches on understanding the ambitions of Generation Z and on answering their needs.

When: May 30, 2023, Sofia Event Center

Format: in-person live event with discussions and presentations

Audience: representatives of C-level management and HR departments of companies from different sectors; entrepreneurs and business owners; talents who seek career opportunities in Bulgaria.

Distribution: the event will be recorded and videos from each panel will be published a few days after the event on manager.bg, Facebook and LinkedIn

Moderator: Miroslava Markova, HR Manager of VM Finance Group

Panel 1 – BRAIN DRAIN & BRAIN GAIN (REVERSE BRAIN DRAIN)

- Labour shortages – demographics, emigration. The shift from local to global labour markets – what are the solutions to best explore the opportunities?
- What are the tools the state can use to retain people? Policies to secure favourable conditions for keeping people in Bulgaria and attracting those living and working abroad.
- How can people who do not want to be part of the labour market, be brought back into it?

Panel 2 – REINVENTING ENGAGEMENT

- How can we increase the engagement and motivation of employees who do not work the classic 9-to-5 office hours? How to create an internal community and to foster the sense of belonging?
- Advantages and disadvantages of the 4-day workweek. What are the results of the companies that have implemented this practice? Is the standard 40-hour workweek coming to an end?
- Mom-friendly policies, work-life integration – how to balance between the employees' wellbeing and the business goals?
- Diversity, Equity, Inclusion and Belonging – how to implement the best policies?

Panel 3 – THE PULSE OF THE NEW GENERATION

- How does the education system respond to the rapid technological growth? Professions of the future are fast becoming professions of the past.
- Generation Z – how do they define their career goals and fulfillment? What do they expect from their workplace? Why is it important to answer their needs? Challenges and opportunities.
- Managers in sneakers - what leadership style does Generation Z prefer?

POSITIONING IN THE EVENT'S COMMUNICATION CAMPAIGN:	General partner	Main partner	Partner	Branding partner
PRICE (BGN, VAT EXCL.):	15000	10000	7000	4000
Logo on the event's banner campaign (970x250/300x600; desktop/mobile) - manager.bg and obekti.bg	●	●	●	
Logo on the event's website - events.manager.bg	●	●	●	●
Logo on invitations, sent out to manager.bg's mailing lists	●	●	●	●
Mentioning in articles, announcing the event on manager.bg	●	●	●	●
Creating an event on manager.bg's facebook page (235,000 followers) and announcing the partner in it	●	●	●	
Logo on an advertising page in The Manager Magazine, only if confirmation has been received before printing the issue	●	●		
Publishing a video (up to 3 mins) of the partner's speaker on facebook	●	●		
Event invitations:	10 pcs.	5 pcs.	3 pcs.	1 pcs.

POSITIONING ON THE EVENT:				
Speaker on relevant to the event's program topic	●	●		
Presentation on relevant to the event's program topic	●	Speaker OR presentation	●	
Logo on the event's scene design	●	●		
Logo on the event's screens and agenda	●	●	●	●
Advertising video, displayed during the event's breaks (up to 1 min)	●	●	●	●
Placing a branded fixed stand in the event's hall (80x200cm)	●	●	●	
Sample gifts / advertising materials in the event's hall	●	●	●	●
Placing an advertising corner outside of the event's hall	●			

POSITIONING IN THE POST-EVENT COMMUNICATION:				
Mentioning in follow up articles on manager.bg	●	●	●	●
Photo gallery of the event, published on events.manager.bg, manager.bg and facebook	●	●	●	
Mentioning in follow up posts on MIT Press's facebook pages	●	●	●	
Publishing a full video of the video on manager.bg and Youtube	●	●	●	●
Pre-roll video (up to 30") in all of the videos, edited from the event's program and published on manager.bg/facebook	●			
Pre-roll video (up to 30") in the video with the partner's speaker, edited from the event's program and published on manager.bg/Facebook		●		

ADDITIONAL ADVERTISING OPTIONS:				
Articles/interviews published on manager.bg/obekti.bg	4 pcs.	3 pcs.	2 pcs.	1 pc.

The event **Next Level HR 2023** is being organized by MIT Press, publisher of The Manager Magazine ● www.manager.bg ● www.obekti.bg ● www.noviteroditeli.bg
 For further information, please contact us at **adv@manager.bg**