



# 2017

## OHUG GLOBAL CONFERENCE

# NAVIGATE YOUR PATH

June 6-9, 2017 | Rosen Centre Hotel, Orlando, FL

**PARTNER PROGRAM**



# 2017 OHUG Partner Program and Global Conference Opportunities

OHUG is the only independent user community for Oracle Human Capital Management (HCM). Our partners have unique access to decision makers through year-round education programs and sponsorship at the OHUG Annual Global Conference.

Hear from Jade Bourelle, CEO and Co-Founder of Talemtry on how their partnership with OHUG accounts for 30% of their yearly sales.



Contact our Partner Alliance team to learn more

Amanda Strombeck | 312.673.4844 | [astrombeck@ohug.org](mailto:astrombeck@ohug.org) / Andrew Haigh | 312.673.5442 | [ahaigh@ohug.org](mailto:ahaigh@ohug.org)



# Who are OHUG members?

The Global Conference (this June in Orlando) will draw over 1300 attendees. All are looking to stay current on the latest in talent acquisition, talent management, analytics, technical systems and compensation and benefits. OHUG gives our partners the access to this unique group.



50%

Identified as "Individual Contributor"



30%

Director or Manager



50%

HR and Analytics



41%

Technical and Systems Admin



27%

Talent Acquisition



50%

Subscribe or are considering a cloud-based ERP



33%

Do **NOT** subscribe to a cloud-based ERP

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# Who are OHUG members?



## Individual Contributor

The end user that is utilizing HCM Systems on a daily basis to carry out all HR functions. They are attending the sessions that talk about the most recent upgrade or sharing tips and tricks on the Product Knowledge Exchange. As champions for technology that can make their jobs easier, they are tasked with challenges such as on premise support or moving to cloud-based solutions. Connect with them as they participate in the Search for Solutions or the Partner Appreciation Reception in the Product Solutions Center.



## Director or Manager

This group is wearing multiple hats and looking for technology solutions that will help them stay ahead of all areas including Talent Acquisition, Onboarding, Payroll, and Employee Engagement. Typical responsibilities include creating an 18-36 month plan for technology upgrades and changes based on their corporate strategy and overseeing teams that comprise stakeholders from multiple departments. Engage with them by sponsoring an educational track or Special Interest Group at the conference or to make an impact pre or post conference by enlisting them to help with a White Paper to publish in the HCM Insider.



## C Level Executive

They are trying to understand what their teams need to grow their business and seeking out big picture solutions – which includes being the decision-makers on whether to stay with on-premise solutions or migrate to a cloud-based application. They are also looking to build relationships with other C-level executives and network with Oracle Executives. Engage with them by inviting them to co-present with you at a Lunch and Learn or a Webinar pre or post conference.

“OHUG is one of the best run conferences our company has participated in. We enjoy coming back every year!”

Courtney Smith, BTRG

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# Premier Partner Program

The best way to engage with our community is through one of the Premier Partner Programs that includes an elevated presence at the OHUG 2017 Global Conference along with year round touch points with our members.

Hear about the phenomenal ROI of exhibiting at the OHUG Global Conference from *Hendrix Bodden and Larry Grey, Co-Founders of GreyHeller* ➤

From pre-conference communications to onsite visibility to year-round opportunities, OHUG has the sponsorship packages you need to reach the audience you want. For more information about our premier partner programs and exhibiting at the OHUG 2017 Global Conference [click here](#) ➤. Contact *Amanda Strombeck* ➤ and *Andrew Haigh* ➤ to discuss the great changes in store for 2017, including our new Educational Track and Social Media Lounge.



90%

of exhibitors found the value of exhibiting to be Extremely Valuable/Valuable



90%

of exhibitors felt they reached their goals set for exhibiting at the OHUG 2016 Global Conference



100%

feel the OHUG Global Conference attracts their target audience

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