



Creating  
the heroes of  
culture change



**Culture Pioneers** is a social campaign, awards and content programme championing the idea that **better business performance is achievable by implementing successful culture change.**



## Our mission

By becoming a partner you'll be part of a 3-year mission to engage over **500 companies** in adopting working culture change **across the UK.**



## By 2026 Culture Pioneers will aim to achieve:

**300**

Organizations pledge to invest in culture change

**200**

Organisations enter to be nationally recognized as Culture Pioneers

**25**

The top organisations recognized on HRZone and TrainingZone.com`

**1000+**

Network of people professionals committed to taking working practices forward

# The Culture Pioneers Programme

Whether you are looking to build awareness for your brand, demonstrate your thought leadership, or connect with leading people professionals in manager+ roles, being a Culture Pioneer partner is a unique year-long opportunity to align your brand with a progressive future of work.

The sponsorship packages start at just £5,000 and will see your brand included across the multichannel #ExploreChange campaign and annual Culture Pioneer Awards programme.

**A variety of additional opportunities are available to choose from to elevate your partnership experience and support your marketing goals.**

Sponsorship and partnership opportunities through:

## Social Campaign

This awareness campaign is aimed at people and business leaders who are looking to take the first steps in their culture change journey.

## Content Programme

High quality and instructive multi-media content published on HRZone throughout 2023. Content will feature both the programme and sponsor logos.



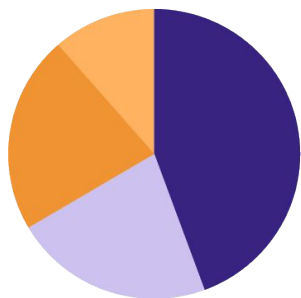
## Awards Programme

The Culture Pioneer Awards highlights and celebrates those companies leading the way in embedding working culture change in the UK.

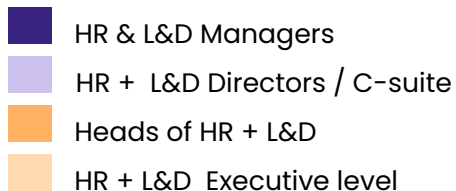
## Awards night: In-person event

The in-person event held in March of each year is both a celebration of the previous year's Culture Pioneer Award winners and an exclusive networking event.

# Audience



## Audience breakdown



## Trending With our audience in 2022

Workplace **wellbeing**  
**Mental health**  
Upskilling & **learning**  
Diversity & **inclusion**  
**Employer brand**

## 2022 award categories Based on audience trends

1. Wellbeing
2. Learning
3. Inclusion
4. Brand

## Twitter

- Engagement rate: **1.85%**
- Avg. **1.3** clicks per post
- Impressions **587k** in 2022

## LinkedIn

- Engagement rate: **3.1%**
- Reach: **140k** in 2022
- Impressions: **277k** in 2022

**131,740**

Combined social community.

**1.6m**

HRZone users in 2021.

**26,514**

Combined email subscribers.

**163**

Combined entries to the awards since 2020

**40,914**

Total views in Culture Pioneers content.

**1,538**

Downloads of Culture Pioneers reports

# Culture Pioneer's Partnership

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## #ExploreChange Social Campaign

The 2023 Explore Change campaign is all about getting in front of those leaders who are ready to take action, improve their workplace culture and aspire for positive business outcomes.

By leveraging our 131,700+ combined social following this campaign aims to activate those leaders looking for guidance on how to get going.

As a partner, your brand has the opportunity to support the first chapter of the journey and help guide them to the resources and solutions that will keep them moving forward. As an ambassador, brand logos will be featured across all promotion on our social channels as well as on site and email.

### Includes:

- Branding on all email comms\*
- Branding on our homepage and dedicated landing page\*
- Branding on all social promotion across platforms (combined following of 131,000+ social following)\*
- Shout outs thanking (you) our sponsor on **LinkedIn**\*

\*Included in the Core partnership package



# Culture Pioneer's Partnership

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## Awards Programme

The Culture Pioneer Awards shines a spotlight on businesses and people professionals dedicated to building positive workplace cultures. Run by digital publications [HRZone](#) and [TrainingZone](#), the Culture Pioneer's mission is to raise awareness and demonstrate the critical business value of investing in people.

### What distinguishes us from other awards?

The Culture Pioneer Awards is not simply looking for an overall 'best'. We don't believe culture change is a singular destination, but a continuing journey. Winners in our book are those leaders and organisations that are committed to that journey and are an inspiration to others along the way.

### Includes:

- **Branding and website link across the awards website** (8,316 views in 2021) **and HRZone.**
- **Branding featured across all marketing channels** including email (15 emails sent to 13.7k HRZone and Culture Pioneer subscribers in 2021), social media (+131K combined followers) for full year of programme.
- **Collateral to use on your site** and messaging to showcase that your brand backs Culture Pioneers and is an advocate of positive culture change within the workplace.

Core Partnership including #ExploreChange and Awards Programme: **£5,000**

\*Included in the Core partnership package

# Customise your partnership

## What do you want to achieve?

As an extension to the partnership these additional 'bolt-on' content and sponsorship opportunities allow you to further align your partnership experience to your brand marketing goals.

YOUR OBJECTIVES		
Awareness	Thought leadership	Engagement
OUR SOLUTIONS		
Culture Pioneers partnership	Culture Pioneers partnership	Culture Pioneers partnership
Digital sessions	Digital sessions	Digital sessions
Award category sponsorship	Award category sponsorship	Award category sponsorship
Guidebooks	Guidebooks	
Sponsored articles	Sponsored articles	



# Customise your partnership – Content opportunities

## Content Programme

A year-round content programme – featuring expert insights, inspirational stories and practical takeaways on workplace culture – brings the 2023 Culture Pioneers programme to HRZone.com.

This programme will offer a diverse menu of content sponsorship opportunities that meet different budgets, marketing objectives and topic interests around the key Culture Pioneer pillars of wellbeing, inclusion, learning and brand.



- **Culture Pioneer digital sessions** Availability: x4
- **Culture Pioneer guidebooks** Availability: x4
- **'How to' culture articles** Availability: x12

# Customise your partnership – Content opportunities\*

## 'How to' culture articles

Demonstrate your brands expertise in positive culture change by offering tangible guidance to our audiences.

### Examples include:

- How to elevate your employer brand in 2023
- How to equip managers to build inclusion across teams
- How to cultivate a culture of safe failure
- How to heal the wounds of poor employee wellbeing

**£1,500**



\*This is an optional additional partnership opportunity. Not included in the Core Partnership package.

# Customise your partnership – Content opportunities\*

## Culture Pioneer guidebooks

A deeper dive into a culture-related challenge, with detailed steps and resources for overcoming this. Written by an industry expert with commentary from the ambassador. Each guidebook is promoted extensively through on-site and off-site activity, to increase awareness and build pool of targeted leads.

2023 topics:

### **April: Recession-proof your culture**

Tips, stories and creative ideas from past Culture Pioneers and other progressive professionals on how to protect and continue to nurture organisational culture through financial hardship.

### **June: Inclusion reignited**

This guidebook will help people professionals get inclusion back on the business agenda among senior leaders and offer tips on how to sustainably accelerate DEI activities.

### **September: Solving the cost-of-living conundrum**

This guidebook will examine the complex challenge of supporting people's wellbeing in economically tough times, when both business and employee finances are suffering.

### **November: Ubiquitous learning**

The lens through which many organisations view learning is too narrow to achieve a culture of experimentation and ongoing growth. This guidebook will uncover development opportunities in often overlooked areas that make learning a staple of workplace culture.

**£10,000**

\*This is an optional additional partnership opportunity. Not included in the Core Partnership package.

# Customise your partnership – Content opportunities\*

## Culture Pioneer digital sessions

Discussion-led, interactive sessions with judges, supporters, previous winners/finalists invited to speak, alongside a representative from the ambassador brand. Through event registration, we can drive demand generation, providing you with in-target leads for your sales pipeline. Example topics include:

### **How to cultivate a recession-proof workplace culture**

We learned from the pandemic that a healthy, supportive culture is critical to getting an organisation through tough times. How can we apply this lesson to the current economic crisis? This session will bring together a selection of past Culture Pioneers to share their tips for nurturing workplace culture in financially challenging times.

### **Getting inclusion and belonging back on your business agenda**

According to the CIPD's Inclusion at work 2022 report, only 30% of employers say their leaders are completely committed to diversity and inclusion efforts. Through an economic downturn, it is easy to let DEIB fall to the wayside, but it is time to get it back on the leadership agenda. This session will offer guidance on how.

### **Essential ingredients to an enviable coaching culture**

What explicit steps can organisations take to weave coaching into business as usual? This highly practical session will provide a clear direction for those aspiring to build a compelling coaching culture that benefits both employees and the business.

### **Solving the wellbeing conundrum in a cost-of-living crisis**

This session will explore the conundrum of sustainably supporting employee wellbeing in financially difficult times, when purse strings are tight for businesses. What creative solutions will make a meaningful impact on people's wellbeing? Our expert speakers will bring ideas to the virtual table.

**£13,000**

\*This is an optional additional partnership opportunity. Not included in the Core Partnership package.

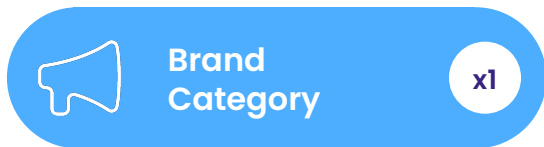
# Customise your partnership – Event Opportunities

## Awards Programme

A contemporary celebration and unique networking opportunity to be held at **The Arboretum in central London on 16th March**. Hosted by our editor, Becky Norman, the evening will bring together leading people professionals in the UK for an exclusive and elegant experience.

Attendees will be joined by our prestigious judges and supporters to celebrate along with 80+ representatives from this year's shortlist. And we're inviting you to be part of it.

### Additional sponsorship opportunities:



2023

**16**  
Judges

**20**  
Shortlisted entrants

**80**  
Unique companies

**100+**  
Attendees on the night

**109**  
Entries

# The 2023 award categories



## Wellbeing

The Culture Pioneer Wellbeing Award is for organisations that are consistently evolving their employee wellbeing strategy and taking a holistic approach to support the mental, emotional, financial and social needs of their workforce.



## Inclusion

The Culture Pioneer Inclusion Award is for organisations who are on the journey towards creating meaningful, sustainable improvements in workplace inclusion and belonging.



## Brand

The Culture Pioneer Brand Award is for organisations that are committed to nurturing a company culture that represents their brand identity.



## Learning

The Culture Pioneer Learning Award is for businesses that are working towards cultivating a culture that proactively supports the way that their organisation learns, adapts and grows.



# Customise your partnership – Event Opportunities

## Category sponsorship

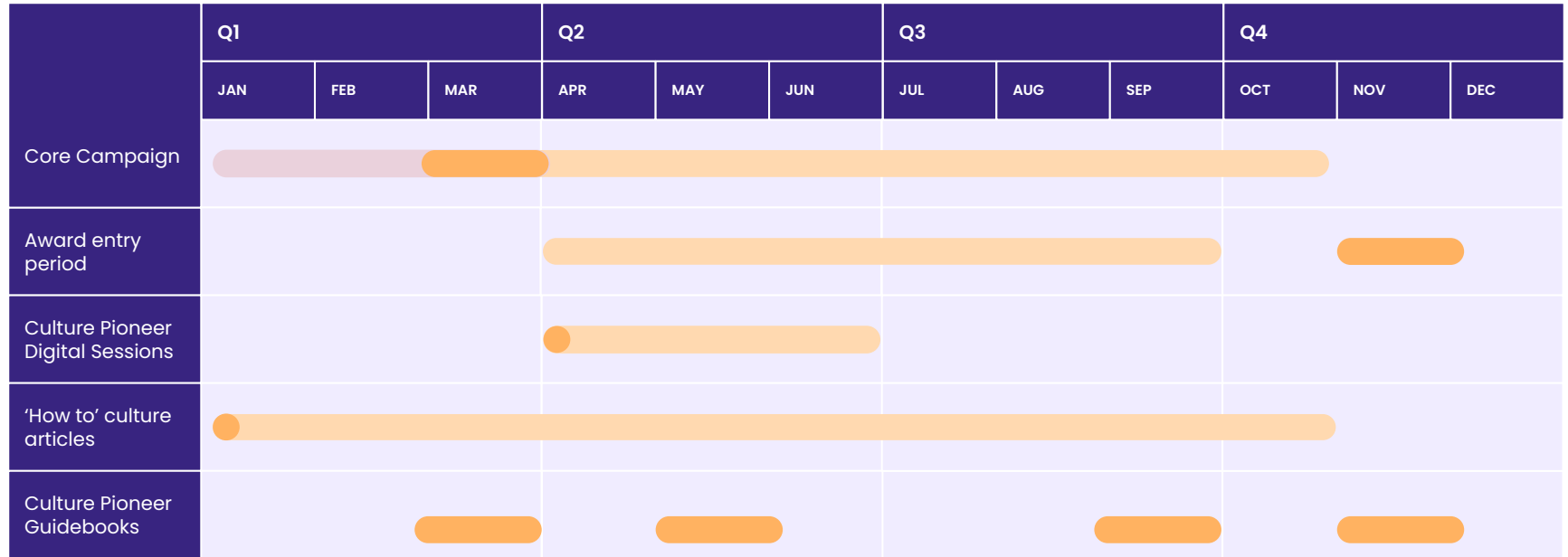
### Includes:

- **Category partner of awards programme** with alignment to one of our award pillars – Wellbeing, Learning, Inclusion and Brand
- A minimum of one **email campaign** per month to the Culture Pioneers subscribers and HRZone email list (+13.7k contacts)
- **Key inclusion** within the extensive awards editorial coverage on HRZone
- Company representative invited to attend a **virtual session** where HRZone will present top-line insight on the 2022 entries
- Company representative to hand out award to category winner
- **4 guests** from your company invited to event
- **Branding featured across signage** throughout the event
- **Sole sponsorship of your brand category**
- **Drinks sponsorship along with other category sponsors**
- Opportunity to **network** with our audience of people professionals and senior leaders

**£3,000**

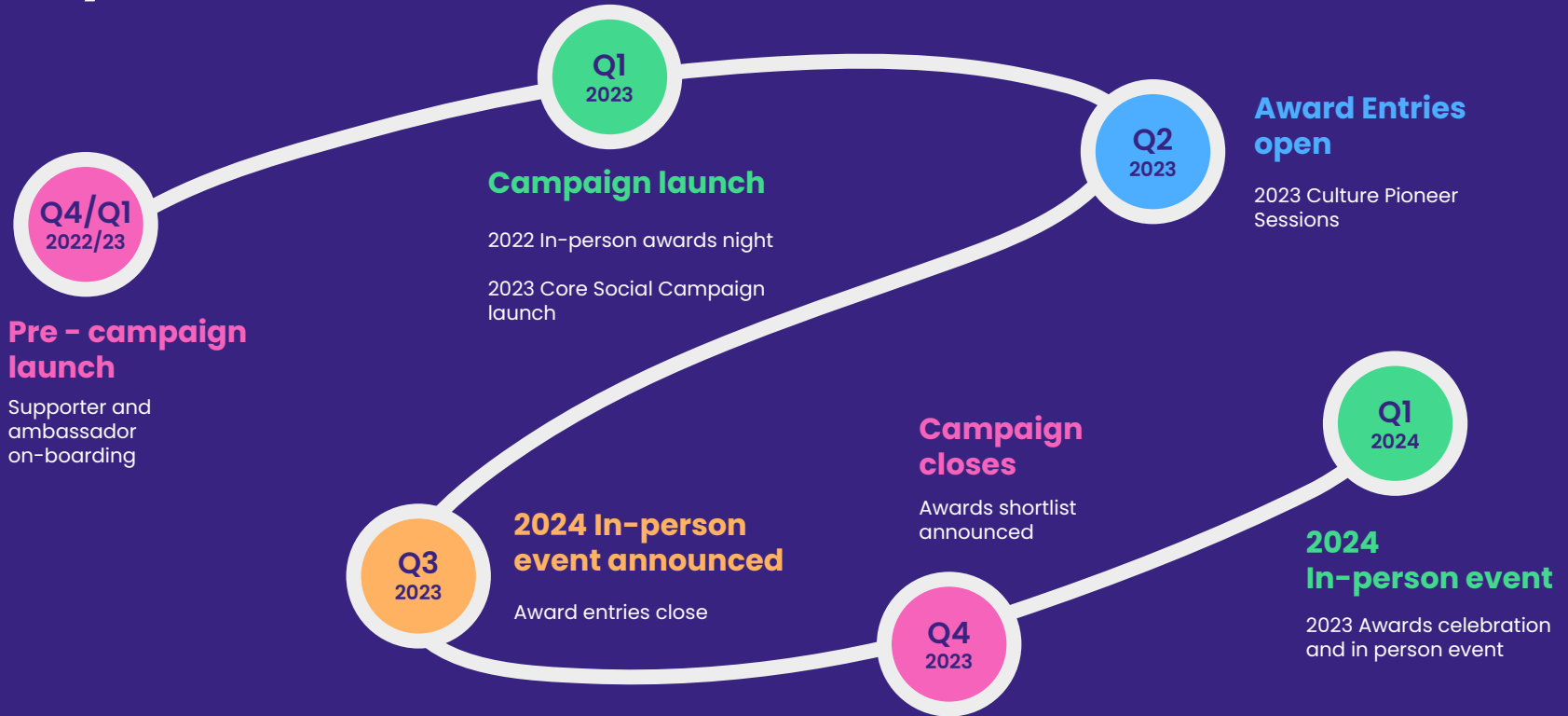
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# Programme timeline for 2023





# Key milestones



# Get in touch

For a bespoke proposal and further details about the opportunities available please contact our sales team.



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