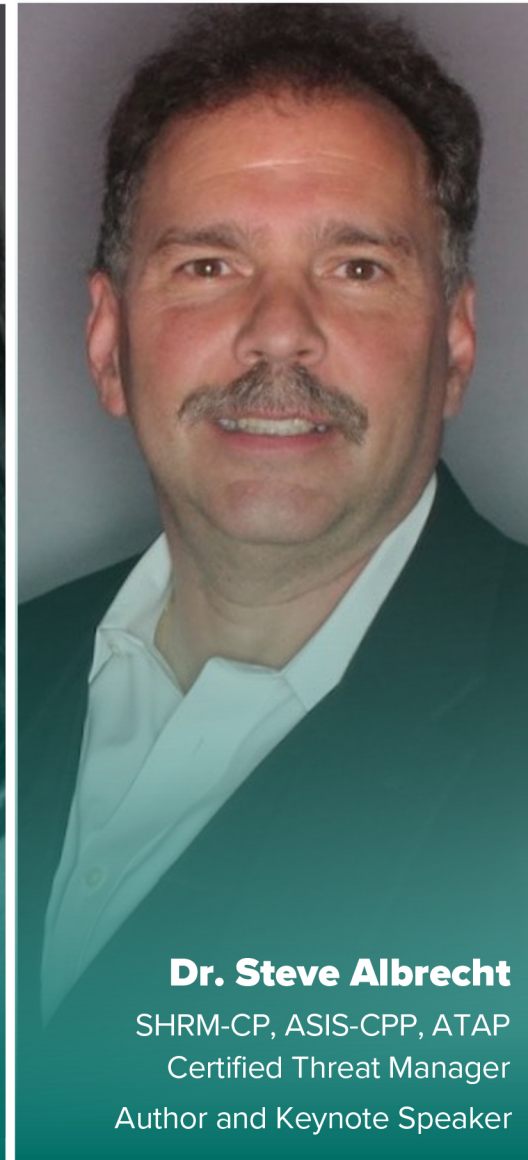
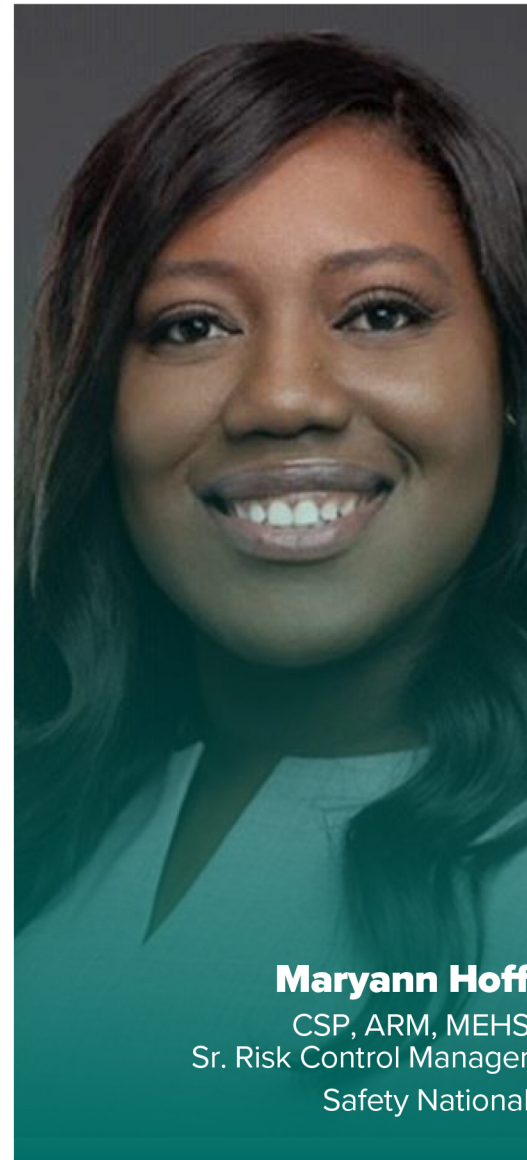


2022

SimplifyMedia
blr

EVENTS



WHO WE ARE

When you work with BLR and Simplify Compliance, you get access to an amazing team of planners, coordinators, and content specialists.

And here we are, featured on this page!

We're proud to support our engaged community of almost half a million professionals across the Human Resources, EHS, Security, and Facility Management landscape. Our readers don't just consume content, they take an active role in our events, learning opportunities, research, and other interactive campaigns.

We look forward to connecting you with our audience through unique speaking opportunities that inspire, engage, and move the conversation forward.

EVENT PLANNERS

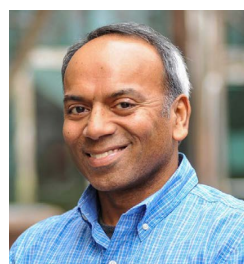


DELEGATE COORDINATORS

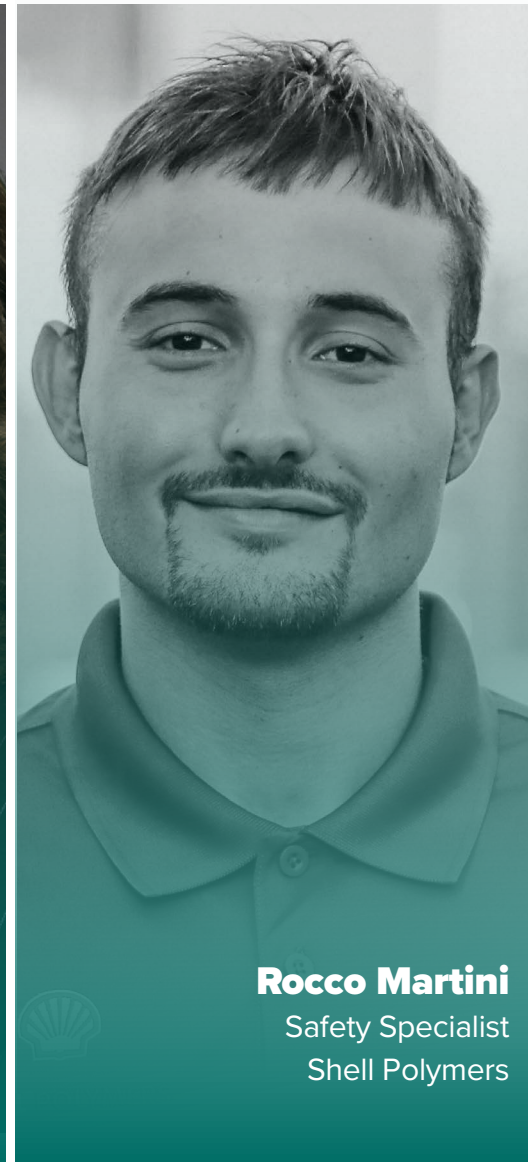


INTRODUCING
OUR
AMAZING
TEAM

EDITORIAL STAFF



EHS Daily Advisor



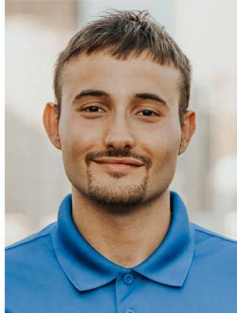
AUDIENCE INFORMATION

OUR AUDIENCE: EHS Daily Advisor

128,000 EHS PROFESSIONALS STRONG.
Here's a sample of our community members:



BRITTANIE BUCKLEY
EHS Manager,
Pratt & Whitney Military



ROCCO MARTINI
Safety Specialist
Shell Polymers



MONIQUE PARKER
Vice President, EHS
Piedmont Lithium



LAYNNEA MYLES
Environmental, Health
and Safety Assistant Vice
President
L'Oréal



DEREK MORGAN
East Coast Corporate
Safety Director
Rosendin



THOMAS HAWTHORNE
Safety Manager
Chugach Industries
Incorporated

2021 KEY AUDIENCE INDICATORS:

69%

YOY increase in total site traffic to
EHS Daily Advisor

82%

increase in sponsored webinar
registrations YOY

178K+

average monthly page views

162K+

average monthly unique visitors

DETAILED DEMOGRAPHICS: **EHS** Daily Advisor

Our EHS publication keeps readers informed on the latest in EHS management, technology, safety practices, compliance, leadership, and more. EHS Daily Advisor features a rich diversity of content, such as slideshows, videos, webcasts, research, and infographics. Guest blog posts, surveys, and talk-back articles create a strong readership voice.

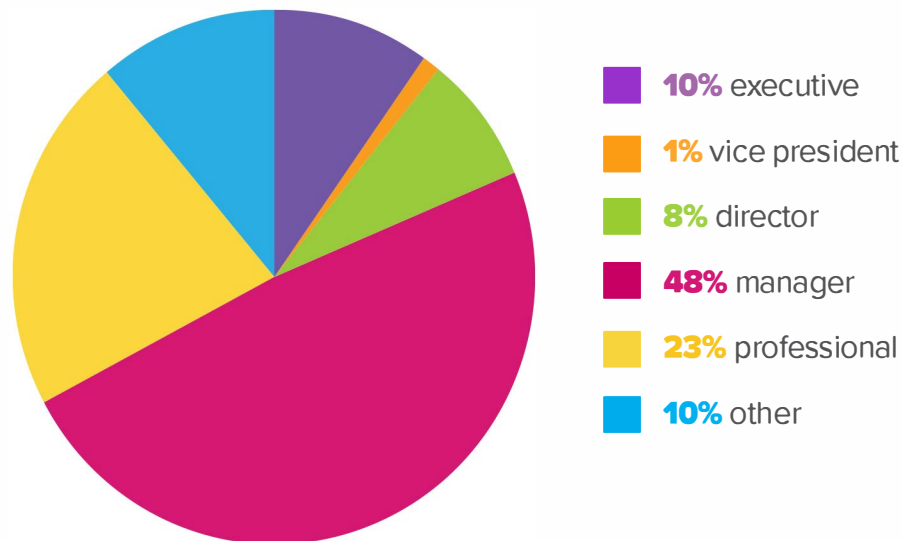
OVERALL REACH

125K weekly subscribers
123K daily subscribers

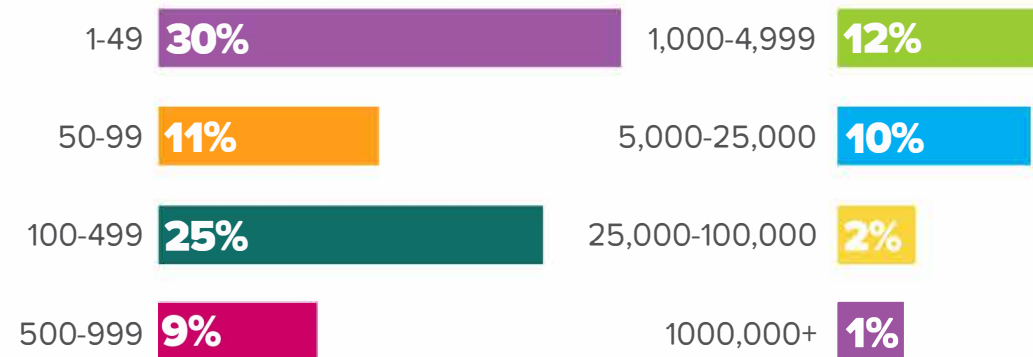
TOP INDUSTRIES

27% manufacturing	8% public administration
26% services, including healthcare and education	4% mining
15% construction	4% finance, insurance, and real estate
11% transportation, communications, electric, gas, and sanitary services	5% other

JOB LEVEL



COMPANY SIZE (# OF EMPLOYEES)



Facilities Management Advisor



AUDIENCE INFORMATION

OUR AUDIENCE:

Facilities Management Advisor

18,000 Facilities Management professionals strong. Facilities Management Advisor readers are highly engaged on multiple topics including:

- Building Operations and Maintenance
- Construction/Renovations
- Energy Efficiency
- Technology/AI
- Sustainability
- Building Envelope
- Critical Facilities
- Safety/Security
- And More

Did we miss your area of expertise? Feel free to pitch us new topics! We want to ensure we're providing the most up-to-date content and trending topics for our audience.

Our Facilities Management professionals come from companies like:



Cornell University



Cancer Treatment
Centers of America



Yale



ExxonMobil



BANK OF AMERICA



HARVARD
UNIVERSITY



DETAILED DEMOGRAPHICS: Facilities Management Advisor

Facilities Management Advisor keeps readers informed on the latest in energy efficiency, critical facilities, sustainability, maintenance and more. Facilities Management Advisor features a rich diversity of content, such as news, webinars, research, and infographics. Guest posts, surveys, and talk-back articles create a strong readership voice.

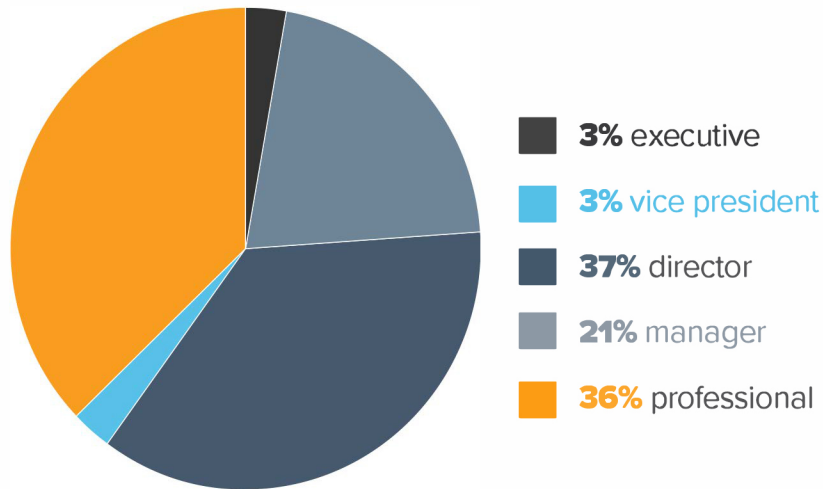
OVERALL REACH

18K 
weekly subscribers

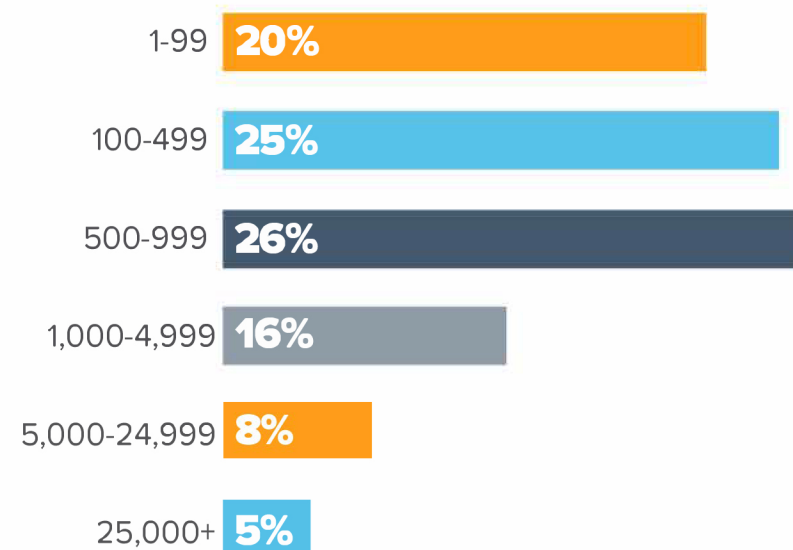
TOP INDUSTRIES

- 36%** educational buildings
- 25%** manufacturing, corporate facilities
- 10%** health services facilities
- 29%** other building types including gov't, hospitality, retail, transportation

JOB LEVEL



COMPANY SIZE (# OF EMPLOYEES)



HR Daily Advisor



Andrea Ferrara
Chief Human
Resources Officer
at PepsiCo Beverages N.A.



Alyssa Lahar
Chief Human
Resources Officer
at Zoominfo



Naveen Bhateja
Chief Human
Resources Officer
at Medidata Solutions



Pooja Bansal
SVP and
Head of HR at
NewDay USA

AUDIENCE INFORMATION

OUR AUDIENCE: **HR** Daily Advisor

240,000 HR PROFESSIONALS STRONG.

Here's a sample of community members:



ANDREA FERRARA
Chief Human
Resources Officer
PepsiCo Beverages North America



RITU SHRIVASTAV
Senior Director of
Human Resources
Gilead Sciences



MIRI RODRIGUEZ
Storyteller & Global
Head of Internships
Microsoft



GAYLYN SHER-JAN
Chief People Officer
Bright.md



NAVEEN BHATEJA
Chief Human
Resources Officer
Medidata Solutions



POOJA BANSAL
Senior VP and Head of
HR and Corporate
Communications
NewDay USA

2021 KEY AUDIENCE INDICATORS

477K+
average monthly
page views

361K+
average monthly
unique visitors

2
new eNewsletters
launched on Benefits
and HR Technology

DETAILED DEMOGRAPHICS: **HR** Daily Advisor

Our HR Daily Advisor audience is an engaged group of HR professionals with 60% consisting of managers and above. Our HR audience holds a variety of job titles in L&D, compensation, and recruiting. See below for a full breakdown of our audience.

HR DAILY ADVISOR REACH

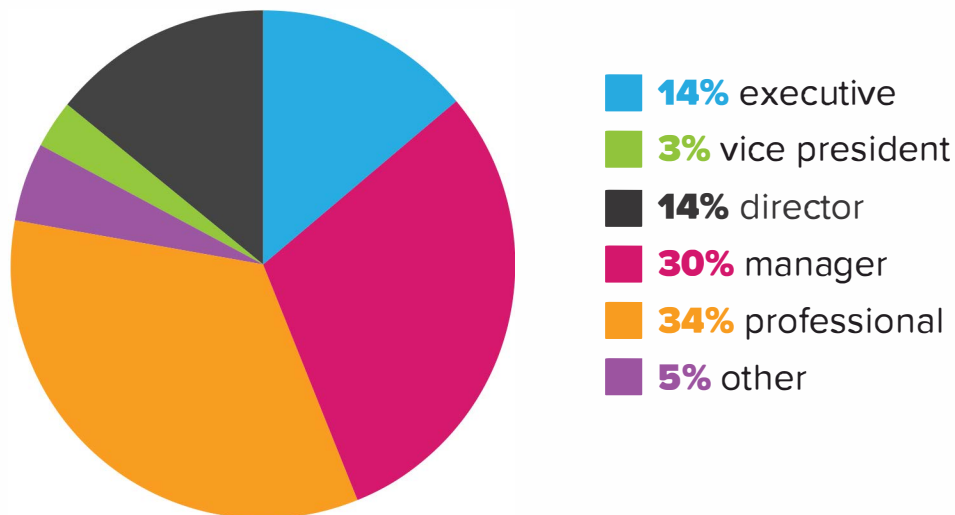
240K weekly subscribers

202K daily subscribers

OTHER NEWSLETTERS

- Learning & Development: **28K** weekly subscribers
- Recruiting: **12K** weekly subscribers
- Diversity Insight: **5.6K** bimonthly subscribers
- Benefits: **13K** monthly subscribers
- HR Technology: **9.2K** monthly subscribers

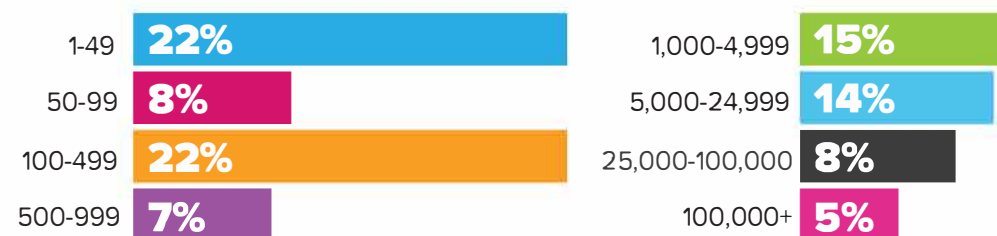
JOB LEVEL



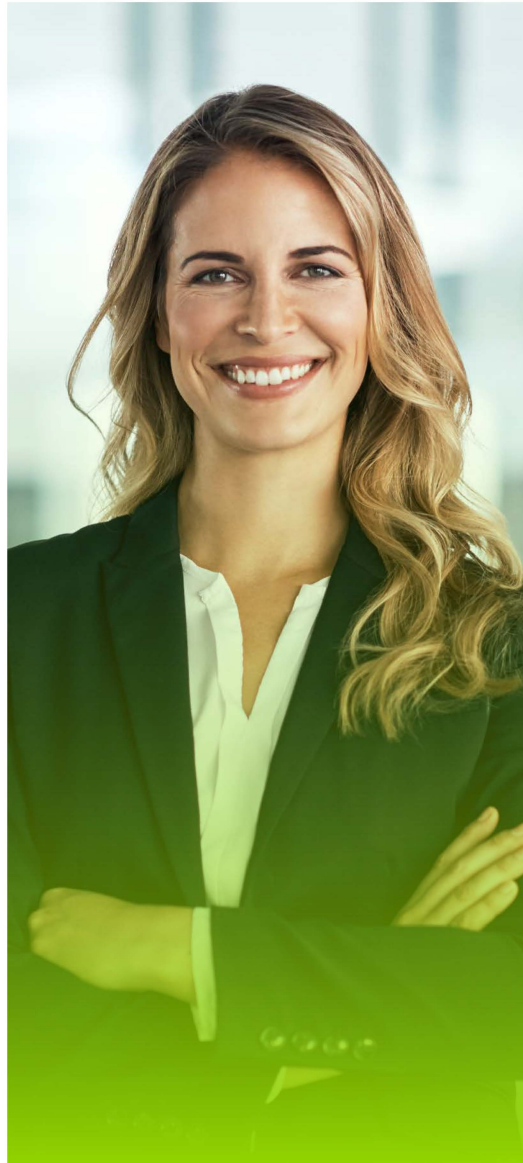
TOP INDUSTRIES

- health services
- business services
- educational services
- accounting & research services
- finance, insurance, & real estate
- legal services
- communications
- manufacturing
- government
- construction
- chemicals

COMPANY SIZE (# OF EMPLOYEES)



Total Security Advisor



AUDIENCE INFORMATION

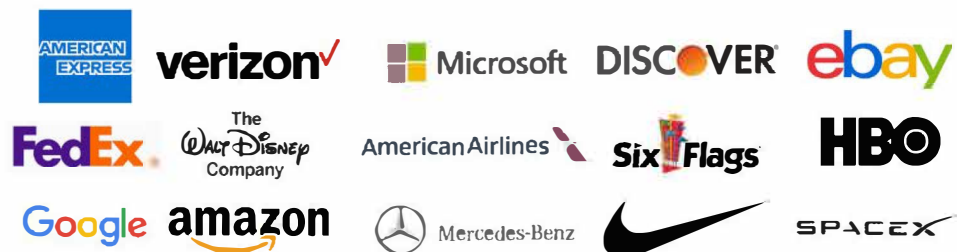
OUR AUDIENCE : Total Security Advisor

27,000 Security professionals strong. Total Security Advisor readers are highly engaged on multiple topics including:

- Active Shooter Preparation & Response
- Access Control Strategies
- Alarms
- Cybersecurity
- Drones & Robotics
- Fire Safety
- Mass Notification
- Security Trends
- Video Surveillance

Did we miss your area of expertise? Feel free to pitch us new topics! We want to ensure we're providing the most up-to-date content and trending topics for our audience.

Our Security professionals come from companies like:



DETAILED DEMOGRAPHICS: **Total Security** Advisor

Total Security Advisor keeps readers informed on the latest industry news, updates, and more. Total Security features a rich diversity of content, such as news, webinars, research, and infographics. Guest posts, surveys, and talk-back-articles create a strong readership voice.

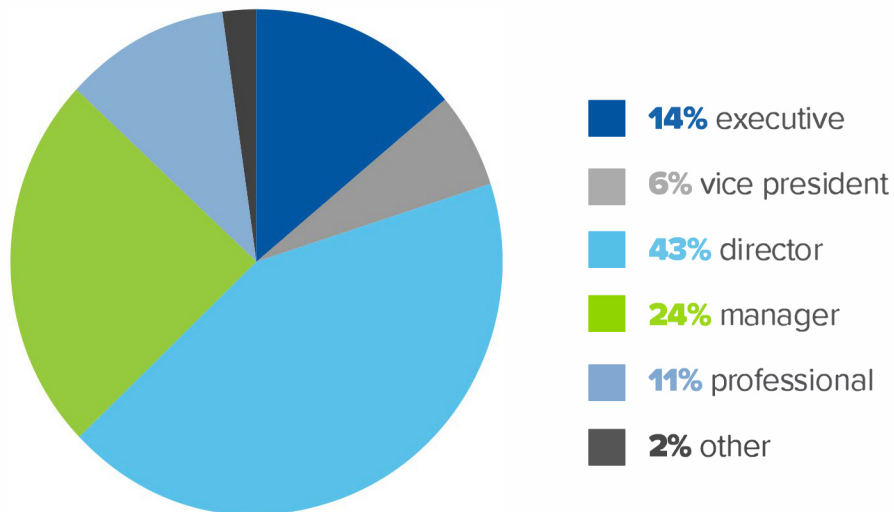
OVERALL REACH

27K 
biweekly subscribers

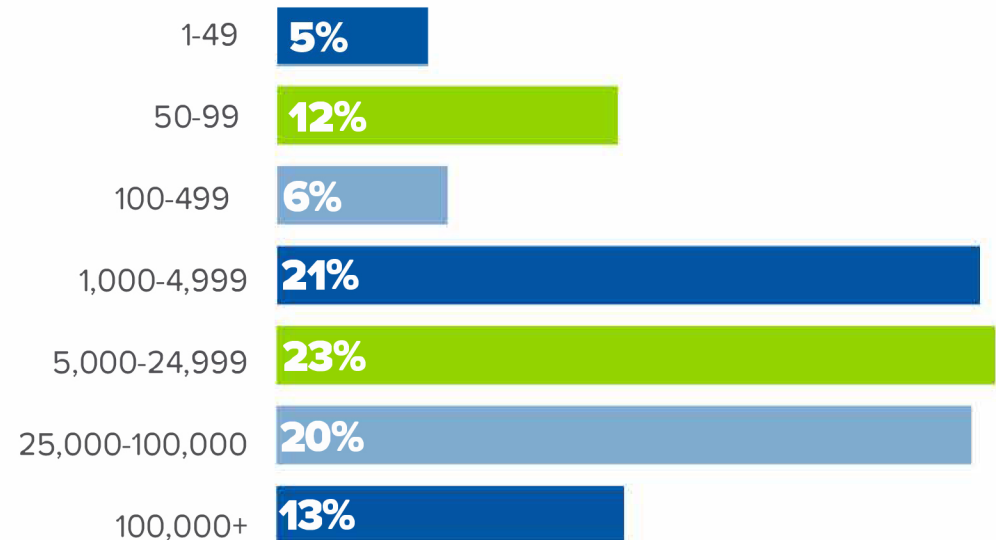
TOP INDUSTRIES

39%	educational services	4%	public safety
9%	financial institutions	4%	chemicals
9%	health services	4%	government
8%	business services	4%	communications
6%	engineering & accounting services	4%	electric, oil, & gas
5%	miscellaneous retail	4%	insurance

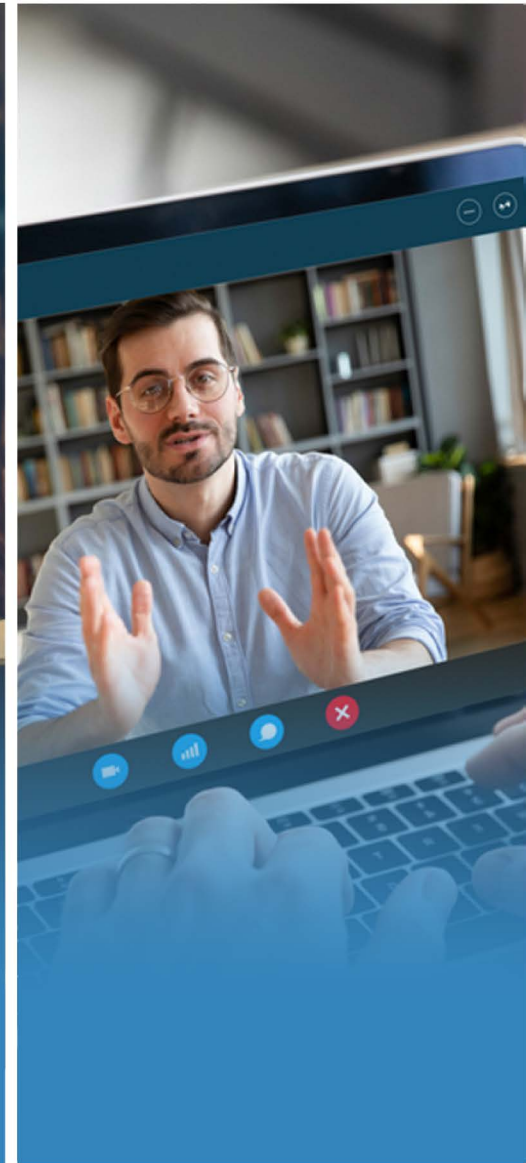
JOB LEVEL



COMPANY SIZE (# OF EMPLOYEES)



Simplify**Media**



EVENT INFORMATION

DIGITAL EVENTS



WEBINARS

Our webinars are one of our most popular programs with our audience. We work exclusively with you to provide the most engaging event possible. Our experienced staff has hosted thousands of events, and will work tirelessly to host, promote, and broadcast your session.

NOW EVENTS

The 2-day, Now online summits feature a line-up of sponsored webinars, with our editorial-driven keynote and panel sessions kicking off both days.

SPONSORED WEEKS

Sponsored Weeks feature a full week of virtual events and digital resources around a core topic, such as Safety Culture, or HR Compliance. We kick off the week with an editorial-driven panel discussion related to the topic of the week.

MASTER CLASSES

Master Classes are "webinars on steroids"! These 1- or 2-day programs provide our audience with a high level overview of a particular topic. These virtual events can be co-presented with your colleagues and are designed to be very engaging for the audience. Each day is broken down into three, 1-hour sessions; with a 30-minute Q&A and two 15-minute breaks built in.

COSPONSORED WEBINARS

We offer multiple vendors the opportunity to sponsor an editorial-driven, topical webinar. Our vendors will pick a topic from the list below and we'll provide YOU as the content expert.

Planned 2022 editorial webinars include:

- Personal Protective Equipment
- Workplace Safety
- Safety Training
- Technology Trends
- Fall Protection
- OSHA Best Practices
- Electrical Safety
- Drug Testing
- Recordkeeping and Reporting
- Respiratory Protection
- Hazard Communication
- Safety Leadership

Did we miss your area of expertise? Feel free to pitch us new topics! We want to ensure we're providing the most up-to-date content and trending topics for our audience.



EHS Now

An Online Educational Experience
EHS Daily Advisor

Create a powerful dialogue with 1,000+ industry leaders when you kick off our EHS Now event. EHS Now is EHS Daily Advisor's exclusive virtual event, which takes place four times in 2022.

These 2-day events feature 8 sessions on topics that matter to EHS professionals, like culture, metrics, training, recordkeeping, and more.

As the keynote speaker, you'll kick off Day 1 of this event with an engaging hour-long session that will inspire and inform our audience. Come back on Day 2 and join us for a Town Hall panel discussion that focuses on today's hottest topics and toughest challenges in the EHS profession. Bring along a colleague or connect with a new peer that our team will source to accompany you during the panel session.

2022 SCHEDULE

MARCH
23-24

SEPTEMBER
14-15

JUNE
15-16

NOVEMBER
9-10

AGENDA: EHS NOW

Now Schedule: Day 1

11:30am – 12:30pm	Opening Keynote
12:30pm – 12:45pm	Industry Update
12:45pm – 1:15pm	Fireside Chat 1
1:15pm – 2:15pm	Session 1

Now Schedule: Day 2

11:30am – 12:30pm	Town Hall
12:30pm – 1:30pm	Session 2
1:30pm – 2:00pm	Fireside Chat 2
2:00pm – 3:00pm	Session 3

EHS SPONSORED WEEKS

Our week-long virtual program is catered around popular trends in EHS and is filled with educational events and digital features.

Each day features a different set of events and digital opportunities. On Monday, we kick off the week with a panel-based webinar on the sponsored week theme. As an expert panelist, you will join our editorial moderator and two other panelists to discuss tips, tricks, and strategies for overcoming challenges related to the week's theme.

2022 WEEKS

- **JAN. 24–28, 2022: EHS Compliance Week**
- **FEB. 21–25, 2022: EHS Leadership Week**
- **MAY 16–20, 2022: EHS Tech Week**
- **AUG. 8–12, 2022: National Safety Week**
- **OCT. 17–21, 2022: Safety Culture Week**

EXAMPLES OF PREVIOUS PANEL DISCUSSIONS:

Top Strategies for Recognizing, Developing, and Promoting EHS Leaders

Sponsored by: Columbia Southern University

Panelists: Ralph Blessing, Professor, CSU; John Macahan, HSE Director, Ratcliff Construction; & Camille Oakes, President and CEO, Better Safety

Some employees were just born leaders, others, not so much. But that doesn't mean these workers don't have leadership potential. In this engaging discussion, you'll learn how industry experts are implementing strategies and best practices to spot leadership potential, develop talented workers into future leaders, and more!

Worker Safety Hot Spots

Sponsored by: Avetta

Panelists: Maryann Hoff, CSP, ARM, MEHS, Sr. Risk Control Manager, Safety National, and Reese Fortin, Safety Manager, Sundt Construction

In this informative discussion, industry experts will gather in a remote setting to discuss COVID-19 restrictions & issues, heat illness prevention, return-to-work training concerns, and much more.

Create a powerful dialogue with 100+ industry leaders when you speak at Facilities Management Now. Facilities Management Now is Facilities Management Advisor's exclusive virtual event taking place across two dates in 2022.

These 2-day events feature 8 sessions on topics that matter to Facilities professionals, like culture, metrics, training, new technologies, and more.

As the keynote speaker, you'll kick off Day 1 of this event with an engaging hour-long session that will inspire and inform our audience. Come back on Day 2 and join us for a Town Hall panel discussion that focuses on today's hottest topics and toughest challenges impacting facilities professionals. Bring along a colleague or connect with a new peer that our team will source to accompany you during the panel session.

2022 SCHEDULE

MAY

11-12

SEPTEMBER

20-21

AGENDA: FACILITIES MANAGEMENT NOW

Now Schedule: Day 1

11:30AM – 12:30PM	Opening Keynote
12:30PM – 1:30PM	Educational Session
1:30PM – 2:30PM	Educational Session

Now Schedule: Day 2

11:30AM – 12:30PM	Town Hall
12:30PM – 1:30PM	Educational Session
1:30PM – 2:00PM	Educational Session

FACILITIES MANAGEMENT SPONSORED WEEKS

Our week-long virtual program is catered around popular trends in facilities management and is filled with educational events and digital features.

Each day features a different set of events and digital opportunities. On Monday, we kick off the week with a panel-based webinar on the sponsored week theme. As an expert panelist, you will join our editorial moderator and two other panelists to discuss tips, tricks, and strategies for overcoming challenges related to the week's theme.

2022 WEEKS

➤ JAN. 24-28, 2022:

Facilities Compliance Week

**Proud to announce
this new offering in
2022!**

EXAMPLE OF PREVIOUS PANEL DISCUSSION FROM OUR FACILITIES MANAGEMENT NOW EVENT:

The Need for Energy Resiliency Amid Natural Disasters

Panelists: Norman Campbell, Federal Team Manager, Go Electric, and Tony Mayfield, Senior Consultant and Managing Partner, On-Target Innovations

With September being National Preparedness Month, two expert panelists will discuss the many opportunities and challenges of adopting energy-resilient technology, including microgrids, to help facility managers combat ever-worsening natural disasters, such as hurricanes, wildfires, tornadoes, and floods.

HR Now

An Online Educational Experience

Create a powerful dialogue with 1,000+ industry leaders when you kick off HR Now. HR Now is HR Daily Advisor's exclusive virtual event, which takes place four times in 2022.

These 2-day events feature 8 sessions on topics that matter to HR professionals, like culture, HR best practices, employee engagement, recruiting, and more.

As the keynote speaker, you'll kick off Day 1 of this event with an engaging hour-long session that will inspire and inform our audience. Come back on Day 2 and join us for a Town Hall panel discussion that focuses on today's hottest topics and toughest challenges in the facilities profession. Bring along a colleague or connect with a new peer that our team will source to accompany you during the panel session.

2022 SCHEDULE

MARCH **SEPTEMBER**

15-16

28-29

MAY

10-11

DECEMBER

13-14

AGENDA: HR NOW

Now Schedule: Day 1

11:30am – 12:30pm	Opening Keynote
12:30pm – 12:45pm	Industry Update
12:45pm – 1:15pm	Fireside Chat 1
1:15pm – 2:15pm	Session 1

Now Schedule: Day 2

11:30am – 12:30pm	Town Hall
12:30pm – 1:30pm	Session 2
1:30pm – 2:00pm	Fireside Chat 2
2:00pm – 3:00pm	Session 3

HR SPONSORED WEEKS

Our week-long virtual program is catered around popular trends in HR management and is filled with educational events and digital features.

Each day features a different set of events and digital opportunities. We will kick off the week with a panel-based webinar on the sponsored week theme. As an expert panelist, you will join our editorial moderator and 1-2 other panelists to discuss tips, tricks, and strategies for overcoming challenges related to the week's theme.

2022 WEEKS

- > JAN. 10–14: HR Compliance
- > FEB. 14–18: HR Technology
- > APRIL 18–22: HR Employee/Benefits
- > JUNE 6–10: Recruiting & Talent Acquisition
- > AUG. 1–5: HR Leadership
- > OCT. 24–28: HR Learning & Development
- > NOV. 14–18: HR Corporate Culture

EXAMPLES OF PREVIOUS PANEL DISCUSSIONS:

The Current State of Corporate Culture

Panelists: Jason Treu, Chief People Officer, Unstoppable Workplaces; Jerry Seibert, MA, Executive Consultant, OrgVitality; Bill Schiemann, CEO, Metrus Group, Inc.; and Valerie M. Grubb, VIRTUAL Trainer, Executive Coach & Keynote Speaker, Val Grub & Associates

In this panel discussion, experts from various industries across the country come together to discuss the current state of corporate culture, where the future of culture is headed, how to create a remote working culture, and more.

Employee Benefits Your Workers Actually Want

Panelists: Karl Ahlrichs, SHRM-SCP, SPHR, CSP, Senior Consultant, Gregory & Appel, and Danielle Schweiger, Employee Benefits Consultant, Gregory & Appel

COVID-19 has opened the door for new and exciting benefits your workforce needs in order to recover both financially and mentally from the pandemic. In this engaging discussion, you'll learn which benefits and perks have grown in popularity since the start of the pandemic and how you can successfully implement these benefits in your organization.

Is Your Hiring Process Helping or Hindering Your Ability to Attract the Best Talent?

Panelists: Barb Bruno, President, Good as Gold Training; and Eric Edelsberg, Vice President and Partner, CultureFit

In this informative discussion, experts Barb Bruno and Eric Edelsberg will join our editorial host in a remote setting to discuss the aspects of the hiring process where companies waste time, energy, and money, the changes you can easily implement to improve results – at little or no cost, and high tech high touch approaches to implement at your organization.

TOTAL SECURITY NOW

An Online Educational Experience

Total Security Advisor

Create a powerful dialogue with 100+ industry leaders when you sponsor Total Security Now. Total Security Now is Total Security Advisor's exclusive virtual event taking place across two dates in 2022.

These events feature multiple sessions on topics that matter to Security professionals, like emergency preparedness, facility and cybersecurity, hardware and technology, compliance, and more.

As the keynote speaker, you'll kick off Day 1 of this event with an engaging hour-long session that will inspire and inform our audience.

2022 SCHEDULE

MARCH 9
Total Security Now

NOVEMBER 3
Total Security Now

AGENDA: TOTAL SECURITY NOW

11:30AM – 12:30PM	Opening Keynote
12:30PM – 1:15PM	Town Hall
1:15PM – 2:15PM	Educational Session
2:15PM – 3:15PM	Closing Keynote

VIRTUAL MASTER CLASSES

2-DAY CLASSES

These 2-day programs offer attendees a deep dive into the world of ADA, FLSA, FMLA, and OSHA compliance. Each day will consist of 4 hours of content presentation with a Q&A and breaks built into the schedule.

1-DAY CLASSES

These 1-day events offer attendees an engaging learning experience on such topics as recruiting, talent acquisition, corporate culture, employer branding, employee engagement and retention, workplace violence prevention, and more. Each program will consist of 3.5 hours of content presentation with a Q&A session and breaks built into the schedule.

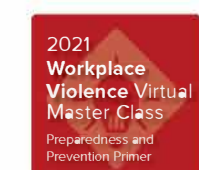
WHAT WE WANT FROM A SPEAKER

Just like the name implies, these programs are designed to turn attendees into "masters" of their profession. Due to length of each program, our desired speaker would avoid "death by PowerPoint" and engage attendees in fun activities, meaningful conversations, and provide participants with the tools and info they need to excel in their careers.

2021 EXAMPLES, 2-DAY CLASS



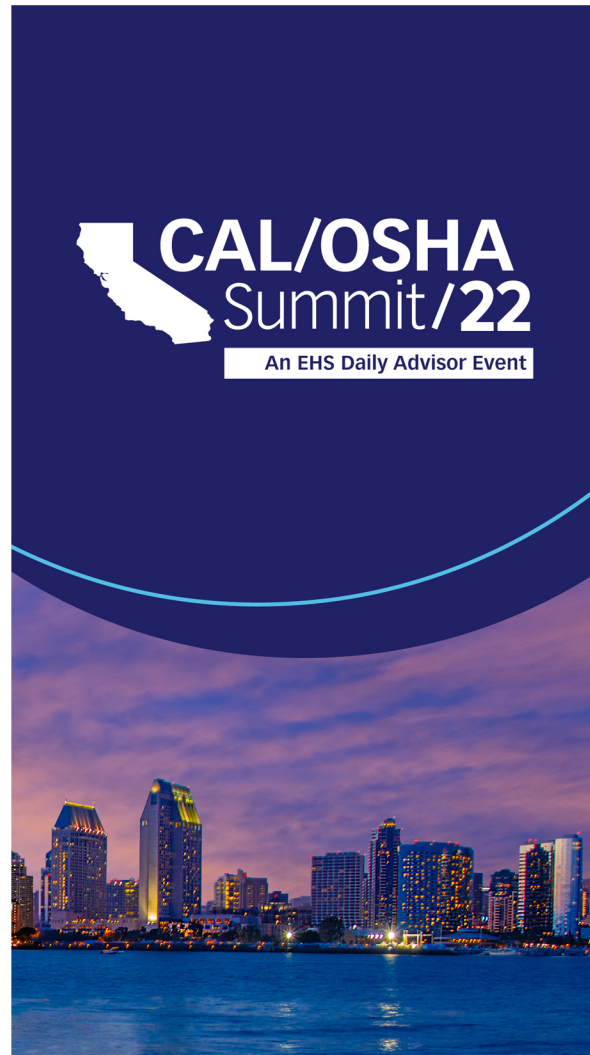
2021 EXAMPLES, 1-DAY CLASS



LIVE EVENTS

LIVE EVENTS

We are pleased to announce that we will be offering several live event options for 2022 including RecruitCon, Cal/OSHA Summit, HR Connect, and our various Exchange events.



LIVE EHS EVENTS

CAL/OSHA Summit/22

An EHS Daily Advisor Event

DATE: October 5-7, 2022

LOCATION: San Diego, CA

REACH: 100 attendees

Cal/OSHA Summit 2022 is the leading state-specific event for California employers and safety professionals – reach EHS experts from leading companies as they gather to learn cutting-edge developments on new safety regulations, compliance strategies, and management tactics.

Attendees include CEOs, VPs, Safety Directors, Safety Managers, Safety Specialists, and EHS Coordinators.

Our EHS
audience:



E-mail | BLR-Events@simplifycompliance.com





exchange

These unique events allow our audience to meet face-to-face with potential new vendor clients. This exclusive, invite-only event attracts the highest level of professionals and provides an intimate setting for these buyers and sellers to meet.

When attendees aren't meeting with vendors, they'll have the opportunity to attend expert-led workshops on topics related to the EHS, facilities, and security industries. Speakers of this event are invited to participate in activities offered to attendees as an added bonus for speaking at this event.

APRIL 4-6, 2022

Litchfield Park, AZ | The Wigwam

AUGUST 8-10, 2022

Charlotte, NC | Sheraton Le Meridien Charlotte Hotel

OCTOBER 11-13, 2022

Kansas City, MO | Sheraton Kansas City Hotel at Crown Center

SPEAKING OPPORTUNITIES:

- **Event host:** Our event host will moderate our panel & roundtable discussion as well as introduce workshop speakers.
- **Workshops:** 1-hour long session on a topic of your choice that can be applicable to higher level professionals.
- **Panelist:** Our event kicks off with an engaging panel of industry experts that will engage with the audience and discuss hot topics in the profession.

LIVE HR EVENTS

DATE: MAY 18-20, 2022

LOCATION: DENVER, CO

REACH: 160+ ATTENDEES

recruitcon

We're returning to live for RecruitCon 2022! We're in a competitive job market, and the competition for talent is fierce. Now more than ever, recruiters need innovative solutions to attract quality candidates. This event puts you in direct contact with HR and recruiting leaders looking for the latest trends and technology.

Attendees include Recruiting and Sourcing Managers, Directors, HR, and C-level Executives in charge of Recruiting, HR Directors, Talent Acquisition Leaders, and more.



PAST PRESENTERS:



BRIAN FINK
Senior Technical Recruiter
Twitter



KIM BUCKEY
Vice President, Client
Services
Direct Path



JAMES ELLIS
Vice President, Client
Services
Direct Path



SUSAN VITALE
Vice President, Client
Services
iCIMS

DATE: OCTOBER 12-14, 2022

LOCATION: KANSAS CITY, MO

REACH: 200+ ATTENDEES

hrconnect

Join us for this unmatched opportunity to connect with high-level decision-makers across a variety of markets. HR Connect is the premier event that covers all the bases for HR and talent professionals to get the latest strategies to drive success across the business continuum. Colocated with the *HR Daily Advisor* Exchange, a 1:1 networking event.

Attendees include VPs, HR Directors, HR Senior Managers, Benefits Directors, L&D Directors, Recruiting Directors, and other leaders.





HR Daily Advisor exchange

These unique events allow our audience to meet face-to face with potential new vendor clients. This exclusive, invite-only event attracts the highest level of professionals and provides an intimate setting for these buyers and sellers to meet.

When attendees aren't meeting with vendors, they'll have the opportunity to attend expert-led workshops on topics related to the HR and employment industry. Speakers of this event are invited to participate in activities offered to attendees as an added bonus for speaking at this event.

UPCOMING LIVE EVENTS

April 6th–April 8th 2022

HR Daily Advisor Exchange
Litchfield Park, Arizona

October 11th–October 12th 2022

HR Daily Advisor Exchange
Kansas Cty, Missouri

SPEAKING OPPORTUNITIES:

- **Event host:** Our event host will moderate our panel & roundtable discussion as well as introduce workshop speakers.
- **Workshops:** 1-hour long session on a topic of your choice that can be applicable to higher level professionals.
- **Panelist:** Our event kicks off with an engaging panel of industry experts that will engage with the audience and discuss hot topics in the profession.

MORE EXPOSURE, BETTER ENGAGEMENT

Partner with our editorial staff ahead of the event to increase event exposure and get better audience engagement throughout your session or workshop. Our editorial team offers a variety of opportunities to promote your event, and your brand.

1. **PODCAST INTERVIEWS**

Our editorial team offers exclusive podcasts that reach a wide range of professionals across the EHS, HR, and employment landscape. Discuss your event, the latest hot topics in your profession, or a topic of your choosing when you become a guest.

2. **"FACES OF" INTERVIEWS**

If you're a high level professional in your industry then we want you as a guest in our "Faces of" profiles. These interviews profile professionals in the role to learn more about them, their organizations, and what makes their jobs so meaningful to them.

3. **AUDIO/VIDEO PROMOTIONS**

Record a short audio/video clip with our editorial team that will be used in various social media posts and in event e-mail promotions. These bite-size video clips are a great way to attract attendees to your event!

4. **BYLINED ARTICLE SUBMISSIONS**

Promote your event through a bylined article submission that will be run in our e-newsletters across the respective Advisor brands.

5. **SOCIAL MEDIA MARKETING**

Our team will actively promote your event/session across our array of social platforms.

EHS ON TAP PODCAST



Promote your event through our regularly scheduled environmental, health, and safety podcast: EHS on Tap. This program discusses emerging legal, regulatory, and policy issues with industry experts and the impacts to EHS professionals.

BENEFITS:

- Opportunity to promote your brand, expertise, and your event
- Podcast broadcast to an average of over 800 listeners per episode
- Discuss a topic of your choice with our editorial staff
- Episode will be featured in our daily e-newsletter
- Available on all major streaming platforms including Spotify, Apple Podcasts, Google Podcasts, Audible, and Amazon Music.

Subscribe & listen through these major streaming platforms:



RECENT NOTABLE INTERVIEWS INCLUDE:



Maryann Hoff

Senior Risk
Control Manager
Safety National



E.W. Dovel

Vice President, Public
Sector
Orion Energy Systems



Hector Alvarez

President
Alvarez Associates



Camille Oakes

President and CEO
Better Safety

HR PODCASTS



Gain maximum exposure ahead of your event with popular HR Podcasts. With over 1.6 million listens, you'll reach an active and engaged audience driven by an interest in learning about the latest HR trends, technologies, and strategies.

New Podcast Alert: A Seat at the Table!

HR WORKS:

- Average Downloads per Episode: 5,000
- Distribution size: 240,000

PAGES OF HR:

- Provides insightful conversations about HR-related books with the writers who create them.

A SEAT AT THE TABLE:

- Tackles DEI in the workplace, featuring thoughtful conversations and insight from changemakers and leaders in the field.

All HR podcasts are available on the following platforms:

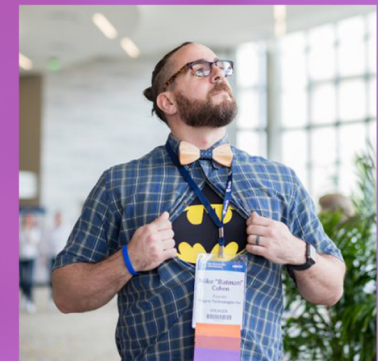


E-mail | BLR-Events@simplifycompliance.com

RECENT EVENT GUESTS:



Michelle Rozen, PhD.
Change Expert and Author
RecruitCon 2022 Keynote Speaker



Mike "Batman" Cohen
Founder
Wayne Technologies

'FACES OF' INTERVIEWS

Our 'Faces of' weekly column profiles high-level professionals in the HR, EHS, and Facilities landscape.

These interviews profile professionals across HR, EHS, security, and facility management and cover the interviewee's experiences, successes, challenges, current practices, aspirations, and opinions on topics impacting their industry and their workforce.

Past 'Faces of' Speakers:



Ashley T. Brundage
Founder & President
Empowering Differences



Ben Eubanks
Author & Founder
upstarHR



Camille Oakes
Founder & CEO
Better Safety, LLC



BYLINED GUEST ARTICLES

Are you an expert speaker by day and a passionate blogger at night? Contribute your original content to our various Advisor publications as another way to get your event and brand out to our audience.

EDITORIAL GUIDELINES:

- Please provide copy in Word format
- Please include 2-3 subheads to break up the copy (depending on length) for readers
- Per BLR Style, please use the series comma, hyphenate any instances of "e-mail," and do not put spaces before or after dashes (ex. cats—and dogs—are pets).
- Our word counts are flexible—if it's over 1,000 words, we may break the article up into 2 separate articles
- Author can provide bio (with link back to their site) to run at end of article
- Author can provide head shot images (.jpg or .png files preferred)
- Twitter handle, company/individual/both (if applicable)—We promote all our news articles on social media and we like to mention our authors to credit their hard work!
- Please keep in mind that our news is intended to provide **valuable, topical content** to our readers.





SOCIAL MEDIA

Each event is actively promoted throughout our various social media channels. Our product and marketing team will work together to create exclusive event promotions that will stand out among all the social noise.

Each post will feature a link back to the event and a tag to you or your company, if applicable. We will be sure to share your social media handles, so we can plug you or your brand in our posts!

FOLLOW US ON SOCIAL MEDIA:

EHS Daily Advisor



Facilities Management Advisor



HR Daily Advisor



Total Security Advisor



SimplifyMedia

Connect with our event planners today!

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