

Progressive Industry Network

Human Resource professionals are taking an increasingly center-stage role in executive-level decision making. The role has evolved from one of administration and tactical implementation to one that now contributes to strategy forming at the highest level. Over the last decade the workplace has undergone radical change a rate that continues to accelerate. HR professionals make decisions that are paramount to performance and efficiency. They must constantly strategize for organizational effectiveness, against a backdrop of economic turmoil, technological change and stringent regulations.



Connection to the Industry

From developing a workforce that reflects an organization's general mission to rigorously ensuring the company is standard-compliant, HR is a role that must encompass a balance of creativity and control. Above all, HR professionals are now considered guardians of an organization's most valuable asset: Human Capital. Honeycomb Connect's executive-to-executive (e2e) networking enables these individuals to have constant communication with their peers. This allows for the open sharing of knowledge to find best practices and solutions to evolving HR challenges.

There used to be an office at the end of the corridor, just next to Accounts and across the hallway from IT. People rarely visited that place, it seemed, except to hand in their employment contracts, query their paychecks and deliver their resignation letters. Things are very different now.

Continuous Exposure to Top HR Minds

Corporate Human Resource Officer Member Exchange (C.H.R.O.M.E.) Hive executive members are provided with a cutting-edge method for business development and networking in a convenient and time efficient program that fully understands client needs and challenges through its tailored content. Sponsoring partners are uniquely placed to benefit from guaranteed, continuous exposure to a working group of senior-level HR executives from a cross-section of North America's leading organizations. Interaction with industry leaders in this web-based best-practice environment is not only strategic but cost effective. This type of mind share with qualified members is rare and provides an unquestionable competitive edge that has been proven effective in a variety of industry and job functions.

Sponsoring partners are connected with executive members in print, in person and online—providing an unparalleled opportunity for problem-solving, demonstration and relationship building.

Member-Requested Solutions

The sponsoring partners program provides Honeycomb Connect members with an unobtrusive, educational and informative support mechanism for supplier sourcing.

Opportunities exist for a limited number of organizations to become involved as sponsoring partners in the C.H.R.O.M.E. Hive, if they are leading providers of consultancy, technologies, solutions or services in one or more of the following areas:

- Human Resource Information Systems
- Outsourcing
- Employee Self-Service
- Benefits/Healthcare
- Executive Compensation
- Employee Incentive Management
- Performance Management/Improvement
- Six Sigma
- Payroll Systems
- Human Capital Management Solutions
- Recruiting/Web-based Recruiting
- Training & Development
- E-learning
- Psychometrics
- HR Legal Services
- Diversity/Cross-Cultural Development
- Change Management
- Leadership/Team Development
- Talent Management
- Staffing Solutions
- Relocation
- Blended Learning
- Employee Screening
- Pension/401K



EXECUTIVE MEMBERS

The following is a sampling of confirmed C.H.R.O.M.E. Hive Honeycomb Connect member companies:

Albertsons	General Electric	NSA International
American Express	General Motors	Panda Restarants
Athlete's Foot	Georgia Pacific	Pfizer
Blockbuster	Halliburton	Quick international
Celanese	IBM	Sears
Check Into Cash	Ingram Micro	Shaw's Supermarkets
Creo Inc.	Janssen Ortho	sony
Dairy Queen	Lockheed Martin	Sun Microsystems
Discover Financial	Major League Baseball	sunlife financial
Dow Chemical	Maple Leaf Sports & Ent.	Taco Bell
Ford Motor Company	Motorola	United Nations
General Cable	Nationwide	US Airways

The C.H.R.O.M.E. Hive consists of C-level officers, Presidents, Vice-Presidents, and Directors Human Resources, Training & Development, Benefits & Compensation, Human Resource Information Systems, Learning and Diversity.

Corporate Human Resources Officer Member Exchange Hive

Honeycomb Connect

2006 PACKAGE DETAILS

The Honeycomb Connect Sponsoring Partners Program presents an unparalleled opportunity for your company to build strong, ongoing relationships with an elite group of senior-level decision makers. Unlike other companies that offer a one-size-fits-all approach, we want to ensure that every element of your sponsorship package contributes to the future success of your company. To do this we go beyond focusing solely on maximizing your ROI; we tailor our service to help you optimize your ROO (Return on Objectives). This is achieved through your participation in our unique ROO Profiling Service, which enables us to gain a full understanding of your business and marketing objectives. As a Sponsoring Partner, you will sponsor the Cell, with at least 40 executive members, thereby providing you with privileged access to the senior-level decision makers in some of the top North American Human resources departments.



IN PRINT

- Your company profile, biographies of your management team and case study materials will be incorporated in the Cell Compendium. These documents are circulated to each Executive Member in Cell.
- You will also receive a copy the compendium for the Cell you are sponsoring. The compendium will provide you with detailed professional and personal biographies of respective Executive Members, together with corporate overviews of the companies they represent and their individual business cards.

IN PERSON

- At the Connect Convention your representatives will have the opportunity to participate in intensive networking during roundtable discussions, dining occasions and other informal networking activities. Considerable time will also be set aside for private one-on-one discussions with Executive Members.
- Your company will have a platinum booth in the Solutions Exchange Gallery at the Connect Conventions.
- Your company logo and support materials will be displayed prominently at the convention.

ONLINE

- Participation in the web-meetings, thus giving you exceptional insight into the key challenges facing our members. This will allow you to not only understand individual member issues but, more importantly, to be a part of the necessary solutions.
- Your company logo will be displayed during each web-meeting of the cell you sponsor.
- Detailed information on your company, your products/services and your management team, as well as a web-link to your own corporate site will appear on each private online cell forum site.
- Unlimited posting of press releases, product launches, etc, on inter-cell communication zone or Hive.
- Opportunity to participate in online discussion with members, at the Hive.
- Opportunity to put forward case-study material for publication on the Hive.



TOTAL PACKAGE PRICE \$25,000 USD (includes 21% service charge)

www.honeycombconnect.com

HONEYCOMB CONNECT



Honeycomb Connect, a division of Honeycomb Worldwide Inc., is the company that senior executives turn to first for industry knowledge and peer networking.

Our mission is to create focused, membership-based communities of senior-level executives for the purpose of relationship building and knowledge sharing. Connect empowers senior executives to more effectively build business intelligence through a mix of traditional and progressive communication channels and networking opportunities.

The human factor is the heart of Honeycomb Connect. A unique networking model is created by bringing together people with similar business concerns to share their ideas, opinions and experiences in a convenient forum.

Services provided to members of Honeycomb Connect are all industry and job-function tailored – providing customized news and a custom-matched community of members to share and learn alongside one another. Online access to these services makes participation easy and convenient. The remote web meetings eliminate the need for travel costs—saving both time and money.

In Print...



In Person...



and Online!



HONEYCOMB WORLDWIDE INC.

Honeycomb Worldwide Inc.'s mission is very straightforward: to create the greatest "share of mind" available today for the world's senior-level executive community using a mix of traditional and new media. Today, this is happening at a staggering rate, across a broad range of industry sectors and job functions, as senior executives embrace the Honeycomb concept and tap into the resources and support they can only receive through one of the Honeycomb Group of Companies: Honeycomb Connect, Xtalks, The Advantage Board and Involve Group Management.

