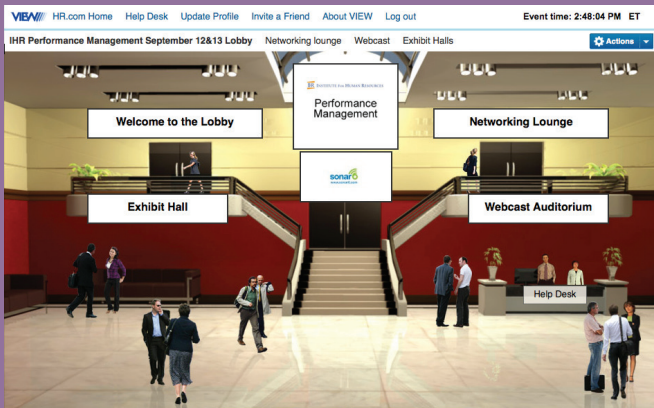




**INSTITUTE
FOR HUMAN
RESOURCES**

**Performance
Management**

Online Certification Program



- ✓ 100 hours of pertinent education & content
- ✓ Access to a skilled & trained client base
- ✓ Demonstrated Thought Leadership
- ✓ Premier branding in a dedicated and focused community
- ✓ Give your clients the gift of education

* Cost per lead as low as \$8.21

Produced by **HR.com**

www.instituteforhumanresources.com

Advisory Board



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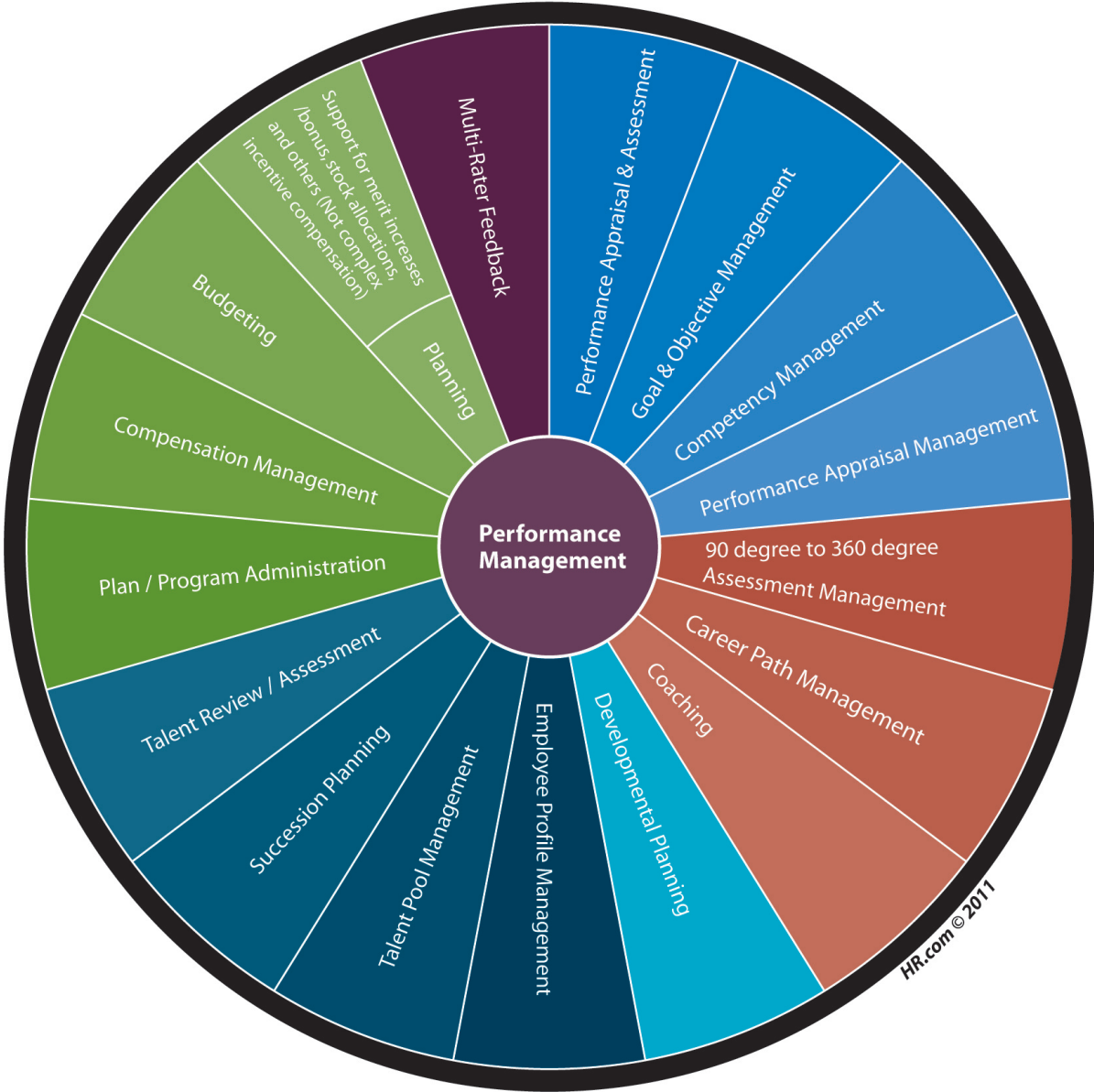


Helen Spittle
Facilitator



Program built by industry experts

IHR Product Road Map for Performance Management



Performance Management includes activities that ensure that goals are consistently being met in an effective and efficient manner. Performance management can focus on the performance of an organization, a department, employee, or even the processes to build a product or service, as well as many other areas.



Recent Archived Webcasts for Performance Management

Speakers

Company

	Speakers	Company
Discover High Performing Companies: How to Reach the Peak Success	Edward Tamson Mike Schroeder	TNS Employee Insights
The Executive Dashboard: A Data-Driven Approach to Measure Management Effectiveness	RJ Milnor	eThority
Performance Reviews: Scrap 'em or Fix 'em	Mike Carden	Sonar6
Putting Hard Numbers to Soft Investments: Measuring Performance Management	Gene Pease Bonnie Beresford	Capital Analytics
The Carrot and the Stick: New Mentoring Technologies Create All-in -One Tool	Randy Emelo	Triple Creek Associates
High-Impact Performance Management: Redesigning PM for the Modern Workforce	Stacia Garr	Bersin Associates
Where's the Justice? The Challenge of Fairness in Performance Management	Leanne Markus Marcey Uday-Riley	Centranum Systems IRI Consultants
How to Build an Employee and Team Performance Measurement System	Elliot Sturman	WorkScorecard.com
PM Simply Isn't Simple –Let's Be SMART; Post the Economic Crisis and iPad It's a New World	Clinton Wingrove	Pilat HR Solutions
360 Feedback: the Art and Science of Use and Design	David Cahaudron Phd	Organized Change
Fifth Generation Performance Management	Jim Sillery	Buck Consultants
Measuring Employee Performance the Right Way	Andrew Jacobus Darren Shearer	Hunt Consolidated SuccessFactors
Gaining A Competitive Advantage Through Employee Engagement and Retention Strategies	Andre Boykin	Capital Idea
Mapping Your Performance and Talent Management Strategy for Results	Tim Mulligan	Zoological Society of San Diego
Using 360 Feedback in Performance Management: The Debate and Decisions	David Bracken	OrgVitality
Beyond Performance Management: Igniting Innovation in Employees	Rita Graziano	Focused Solutions Group
Building an Effective Performance Management Program	Linda Ginac Wendy Nolin	TalentGuard, Inc.
Conducting a Talent Management Health Check	Michael Benson Nov Omana	Collective HR Solutions
The Practical Guide to Implementing Successful Performance Appraisals	Howard Miller	Fulcrum Point
The Framework for Developing HR Strategies Aligned to the Business	Milton Perkins	Agile 1
Making 360's Work: We did the Research so you don't have to!	Mary Saily	HumanR, Inc.
Meaningful Performance Appraisals: Personalized Goals and Feedback	Kari Scanlon	Spotlight HR Solutions
Viva La Revolution! The 5 C's to Recruiting	Kim Seeling Smith	ReignitingProfessionalPassion.com
Top Challenges in Achieving Business Results	Gary Johnsen Mark Albrecht	IBM Corporation
The Target-Five Steps to Superior Performance	Stephen Blakesley	GMS Talent, LP
Prove It to Me! Resilient Talent Management that Delivers!	Shaun Vollick	Human Resource Systems Group
The Leader's Playbook: How to Create Employee Engagement Through Accountability	Andre Boykin	Capital Idea
Global Issues and Trends in Variable Pay	Jacque Vilet	Vilet International
Next Generation Talent Management: How Social and Collaboration are Transforming Traditional Talent	Chris Tratar	Saba Software Inc.
Performance Conversations and Feedback: The 30-Minute Productivity Solution	Christopher D Lee	Performance Conversations
Turning Performance Management Right-Side Up: Developing a High Performance Organization	Rose Mueller-Hanson	PDRI
The Employee Performance Improvement System	Donna Price	Compass Rose Consulting, LLC
The Trusted Coach	Deborah Nixon	Trust Learning Solutions
Performance Management: How Can Analytics Help?	Gene Pease	Capital Analytics
Cutting Edge Applications for 360 Feedback: Case Studies	Devin Mattson	Qualtrics
The New Rues of Leadership: Optimizing a People-led Economy	Michelle M. Smith CPIM, CRP	O.C. Tanner
Coaching ROI	Jeanette Smith	Synergy Associates
Increase your Return on Employee Investment	Mark Butje	Sage Software
How Predictive Assessments can help you measure Employee Potential and Performance	Scott Hudson	Chally Group
Job Coaching & Accountability	Judy Hissong	Nesso Strategies, LLC
Powerful Coaching Strategies as a Development Tool	Jack Klemeyer	GYB Coaching
The Practical Guide to Implementing successful Performance Appraisals	Howard Miller	Fulcrum Point

Underwriting the cost of education puts you front and center of tomorrow's leaders

What sponsorship opportunities are available?

Sponsorship aligns you to a one-year program that keeps your firm top of mind, builds thought leadership, garners industry research and offers unparalleled branding opportunities. HR.com, the largest social community dedicated to human resources, with 200,000 opt-in members and the leader in online events, is confident sponsorship in its Institute for Human Resources provides branding, lead generation and an opportunity for corporations to become a driving force in creating a certified talent pool of HR professionals and executives.

Platinum Sponsorship –

Platinum sponsorship delivers the highest savings and the greatest return on investment. As a platinum sponsor your organization is guaranteed maximum exposure on all marketing material to ensure your brand is always in front of the targeted audience. This is achieved through research, online conferences, webcasts, onsite branding and email marketing that is rolled into one cost-effective package that expands your reach over 12 months. Also included:

- Four virtual events plus complete contact information of all event registrants
- Three speaking opportunities
- Postal ready lists
- Targeted emails, pay-per-leads, newsletter sponsorship
- Premier buyer's guide listing
- Premier logo placement on the Institute's community page

Platinum sponsors will be included in syndicated research developed exclusively for the Institute. Sponsors will have access to all the leads of people who download the research from the HR.com community. In addition, sponsors will have full access rights to the research for their own use. Sponsors also receive logo on research documents as underwriter.

Platinum sponsors also receive leads from all webcasts plus virtual events over the 12-month program for this Institute.

Virtual events forego the limitations and costs associated with a physical event and deliver your message to the targeted audience you need. Integrated social media allows you to chat one-on-one in real time with prospects and network with other HR executives and professionals.

Gold Sponsorship –

As a gold sponsor your organization receives exposure through research, online conferences, webcasts, onsite branding and email marketing that is rolled into one cost-effective package.

Also included:

- Virtual booth at two virtual events plus complete contact information of all registrants
- One speaking opportunity with complete contact information of all registrants
- Your choice of two (2) from the following three (3): Targeted email, 100 leads from Pay Per Lead program or newsletter sponsorship
- Buyers guide listing (12 months)
- Logo placement on the Institute's community page (12 months)

**Volume Discount
Pricing Available!**

3 Institutes – 7% Discount
5 Institutes – 10% Discount
7 Institutes – 15% Discount

Sponsorship Packages

Product	Value	Platinum Sponsor	Quantity/ Price	Gold Sponsor	Quantity/ Price
Syndicated Research Paper	\$5,000	Platinum sponsor receives logo on one research document. Sponsor will also receive all leads from research downloaded plus receive a generic version for own use.	1 / \$5,000		
Virtual Events	\$5,000	Four virtual events including a booth and full reporting of activity of the events as well as contact details for all registrants.	4 / \$20,000	Two virtual event including a booth and full reporting of activity of the event as well as contact details for all registrants.	2 / \$10,000
Speaking Opportunities		Three speaking opportunities that can be scheduled at any of the virtual events or a stand-alone webcast upon approval or at the discretion of the Advisory Board. *additional speaking opportunities may be granted depending on the quality of content presented	3/ Priceless	One speaking opportunity that can be scheduled at any of the virtual events or a stand-alone webcast upon approval or at the discretion of the Advisory Board, as well as contact details for all registrants. *additional speaking opportunities may be granted depending on the quality of content presented	1 / \$5,000
Postal Ready Lists from Syndicated Webcasts	\$2,500	On all webcasts for this Institute, platinum sponsors will receive logo and company name as underwriter of this Institute at the beginning and end of each webcast. Platinum sponsor will also receive postal ready lists for all registered participants from webcasts.	16 / \$40,000		
Premier Buyers Guide Listing	\$2,000	Includes upgraded listing and reporting from any activity	1 / \$2,000	Includes upgraded listing and reporting from any activity	1 / \$2,000
Premier Logo on HR.com community page	\$2,000	Premier Branding—logo on HR.com community page for 12 months	1 / \$2,000	Logo on IHR community page for 12 months	1 / \$2,000
				Choice of two options below	\$7,000
Email Targeted to 5,000 members	\$3,500	Email targeted to 5,000 members	1 / \$3,500	Option 1	–
Pay-Per-Lead Targeted to 100 Members	\$3,500	One Pay-Per-Lead	1 / \$3,500	Option 2	–
Newsletter Sponsorship	\$3,500	One Newsletter Sponsorship	1 / \$3,500	Option 3	–
TOTAL VALUE			29 / \$79,500		7 / \$26,000
TOTAL PRICE					
Payment Option #1		\$24,000		\$12,500	
Payment Option #2		\$2,400/mo. for 12 mos.		\$1,225/mo. for 12 mos.	
Total HRCI/IHR Credits		80		80	
Total Leads *		9,680		1,060	
Cost per lead		\$8.21		\$25.00	

*Based on average size of Institute. Numbers will fluctuate depending on Institute market capacity.

Sponsorship package is active for 1 year from purchase date.

Last updated January 25, 2012

Sponsorship Performance Management Certificate Program



In accordance with the terms of this Sponsorship Contract, ("the Agreement"), the organization listed below ("the Sponsor") contracts with HR.com Limited ("HR.com") on this ___ day of _____, 20__ for sponsorship of the Performance Management Program.

Name of Institute _____

Name of Organization _____

Contact Name _____ Contact title _____

Street Address _____

City _____ State _____ Zip code _____

Phone _____ Fax _____

Email _____

Website _____

Name of the Contact as it should appear in marketing and on-site materials _____

_____ Name of HR.com Sales Representative

Material Requirements: Speaker picture, bio, webcast title, short description and long description must be submitted to HR.com for IHR and HRCI approval no later than four (4) weeks prior to the event. A late fee of \$500 will apply for any material that arrives late.

All webcasts must be presented by two (2) people and for virtual events must be live broadcast streaming with audio with systems provided by HR.com. Sponsors must provide local camera and microphone (\$299 investment).

Cancellations are not permitted once a program has started.

Sponsorship Package

Platinum Sponsor

- \$24,000 payment
- \$2,400/month for 12 months (due 15th of each month) Starting on _____

Gold Sponsor

- \$12,500 payment
- \$1,225/month for 12 months (due 15th of each month) Starting on _____

- Virtual Event #1 Date _____
- Virtual Event #2 Date _____
- Virtual Event #3 Date _____
- Virtual Event #4 Date _____

Payment Credit Card Check - Mail to 124 Wellington St. East, Aurora, ON. Canada L4G 1J1 Attn: HR.com

Credit Card: VISA MasterCard American Express

Card Number _____ Date: _____ Expiration Date: _____

Name on Card _____ Signature of card holder _____

In witness thereof, the parties have caused this agreement to be executed by their duly authorized representatives.

Sponsor Contact Name and title _____ Sponsor Signature _____

Fax completed contract to (905) 727-4716

IHR SPONSOR AGREEMENT

This Agreement sets forth the terms and conditions of your participation in the Institute for Human Resources (IHR) and the respective rights and obligations for you and HR.com.

- 1. Virtual Booth.** HR.com will build sponsor's online booth. Sponsor will upload all links, documents, and files no later than 48 hours before the event begins.
- 2. Webcast.** Sponsor will submit online to HR.com their webcast topic, overview, speaker bio and photo a minimum of six weeks prior to the event in order to ensure the content can be reviewed for recertification approval by the HR Certification Institute. Session information received less than four weeks in advance of the event will not be reviewed for recertification credit by the HR Certification Institute. Final PowerPoint decks must be received one week prior to the event. Sponsors who do not comply with submission dates run the risk of forfeiting their webcast and will not be provided with a refund.
- 3. Fees.** Payment to be made based on terms of signed contract.
- 4. Cancellation by Sponsor.** The IHR program is a minimum 12 month commitment. Any cancellation made during the initial 12 month period is subject to full payment and no refund will be issued. The contract continues after the initial 12 months at \$2,400 per month unless it is cancelled with 60 days written notice.
- 5. Prizes.** Sponsors may offer an in-booth prize in order to maximize traffic to their booth. Exhibitors are responsible for choosing prizewinners, notifying winners and for shipping prizes.
- 6. License to Display Booth Content.** You grant IHR the royalty-free, irrevocable, perpetual, non-exclusive, unrestricted, worldwide license to publicly display, transmit, use and copy the communications, content and images that you post or upload into your Booth in connection with the Online Conference, including for purpose of advertising, marketing and promoting the Online Conference and future Online Conferences, and including using such content and images in printed material.
- 7. Termination of Online Conference.** IHR reserves the right, in its sole discretion, to cancel or terminate the Online Conference at any time for any reason without prior notice or liability; provided, however, if IHR cancels or terminates an Online Conference, IHR shall refund all the fees paid by you.
- 8. Booth Rights and Restrictions.** Exhibitor is responsible for obtaining all necessary licenses and permits to use any copyrighted material, including written, photographs, or video images displayed in the Booth.
- 9. Disclaimer of Warranties: Limitation of Liability.** IHR disclaims any warranty that the booth will be uninterrupted or error free. The Online Conference, all content provided by IHR or service provider, and the services hereunder are provided to you strictly on an "as is" basis, and all conditions, representations and warranties of any kind, either express or implied, including, without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose, or non-infringement of third party rights are hereby disclaimed to the maximum extent permitted by applicable law by IHR, service provider and its agents. Neither IHR nor service provider warrants that any files that may be downloaded through the website will be free of viruses or other contaminating or destructive features. Sponsor expressly agrees to assume the entire risk as to the quality and performance of the booth, the Online Conference as a whole, and the accuracy or completeness of the content.

Neither IHR, service provider nor any of their respective agents shall be liable for any direct, indirect, incidental, special or consequential damages arising out of the use of or inability to use the booth, even if such party has been advised of the possibility of such damages.

_____ Initialed

Certification



Who should become certified?

Individuals interested in furthering their career and becoming industry experts in specific HR verticals will require certification to be recognized amongst their peers, employers, and vendors. We recommend that individuals have at least two years of practical HR experience to enroll in the program as basic HR functionality and knowledge is a core requirement for this in-depth training.

How does an HR executive become certified?

Over the course of 12 months individuals who are registered in the certification process must:

- Complete 40-100 hours of approved in-classroom or online training with education dedicated towards the vertical they're enrolled in
- Score 60% or above on their certification test
- Conduct 60 or more hours in a job-related function or volunteer internship where they are utilizing these skills

Is there a time to completion?

Yes. Once you have obtained and logged your first certification credit into the system you have 18 months to write the final exam. Any participant who fails to write their exam within this time frame will be subject to a \$50 penalty.

Why should I earn my IHR certification?

Certification from the Institute for Human Resources (IHR) provides you with a competitive edge in your professional space.

- Asserts your knowledge of current HR topics/trends within your domain
- Sets you apart from your peers
- Provides the opportunity for growth within your position
- Opens doors to future career opportunities
- Exhibits your dedication to your HR career

Cost of Certification and Enrollment:

Although many courses and credits can be obtained for free, each participant must pay from **\$299** to **\$399** to enroll in the certification program.

For more information visit www.instituteforhumanresources.com, call **1.877.472.6648** or email sales@hr.com

Other Certification Programs Available

Certification programs launching

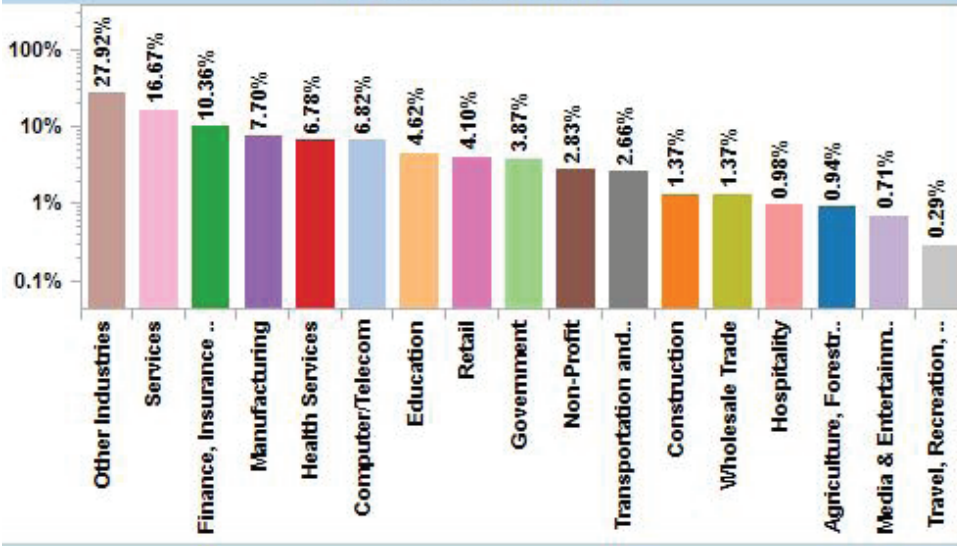
Each Institute is driven by its own Advisory Board and faculty to ensure that all courses and educational components are state-of-the-art and relevant to current trends in the industry. If you are interested in being part of this Advisory Board please contact HR.com.

Also, if you are interested in delivering an educational webcast on one of these topics? Please go to www.hr.com/callforspeakers for complete details.

Vertical Name	Virtual Event 1	Virtual Event 2	Virtual Event 3	Virtual Event 4
Benefits: Cost Containment, Audits and Legal Risks	May 9-10/12	Aug 7-8/12	Nov 7-8/12	Feb 25-26/13
Canadian Masters in HR Strategy and Execution	May 2-3/12	Aug 1-2/12	Nov 19-20/12	Feb 27-28/13
Compensation Best Practices and Trends	Mar 19-20/12	Jun 11-12/12	Sep 10-11/12	Dec 3-4/12
Contract Workforce and Talent Exchanges	Apr 23-24/12	Aug 14-15/12	Nov 5-6/12	Jan 30-31/13
Developing Organizational Leadership Capabilities	Apr 2-3/12	July 12-13/12	Oct 10-11/12	Jan 28-29/13
Employee Wellness	Feb 1-2/12	May 15-16/12	Aug 28-29/12	Nov 26-27/12
HR in Government	TBA			
HR Information Systems: Audits, Compliance and Risk Management	Feb 27-28/12	May 29-30/12	Sep 5-6/12	Nov 13-14/12
Integrated Talent Management	Feb 1-2/12	May 30-31/12	Aug 22-23/12	Dec 13-14/12
Legal and Compliance: Managing Employer Risk	TBA			
Online Staffing and Sourcing	Apr 18-19/12	Jul 16-17/12	Oct 17-18/12	Jan 14-15/13
Payroll	April 4-5/12	July 10-11/12	Oct 15-16/12	Jan 22-23/13
Performance Management	May 7-8/12	Aug 16-17/12	Nov 1-2/12	Feb 4-5/13
Quality of Hire	June 18-19/12	Sep 26-27/12	Jan 15-16/13	Apr 29-30/13
Recruitment Process Outsourcing	Apr 11-12/12	July 18-19/12	Oct 24-25/12	Jan 17-18/13
Rewards and Recognition	Apr 26-27/12	July 30-31/12	Oct 29-30/12	Jan 24-25/13
Social Media and Employee Communications	March 1-2/12	June 14-15/12	Sep 12-13/12	Dec 10-11/12
Technology Enabled Learning	June 6-7/12	Sep 19-20/12	Jan 10-11/13	Apr 15-16/13
Workforce Management: Time and Attendance	Mar 5-6/12	June 13-14/12	Sep 17-18/12	Dec 5-6/12
Workforce Planning and Analytics	Apr 16-17/12	Aug 8-9/12	Nov 28-29/12	Feb 11-12/13

IHR Performance Management (PFM)

Registration by Industries



Unique #of Registrants

4,806

Year of RegistrationDate

- 2009
- 2010
- 2011
- 2012

Quarter of RegistrationD..

- Q1
- Q2
- Q3
- Q4

Month of RegistrationDate

- January
- February
- March
- Anril

Company size

- 1
- 2-4
- 5-9
- 10-24

Industry

- Agriculture, Forestry, Fi..
- Computer/Telecom
- Construction
- Education

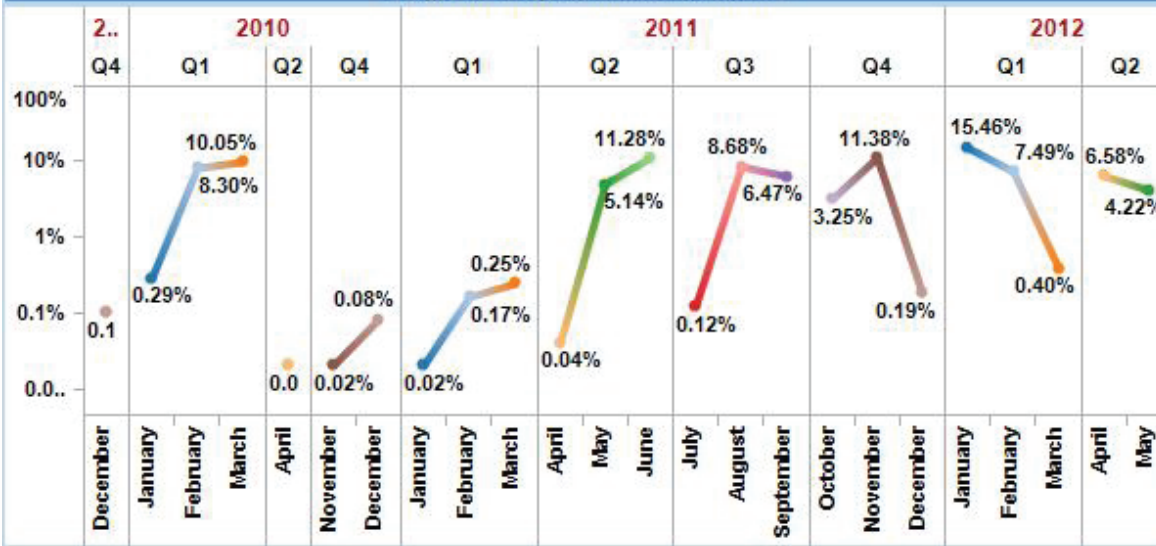
Job title

- Administrator
- Analyst
- Assistant
- CFO

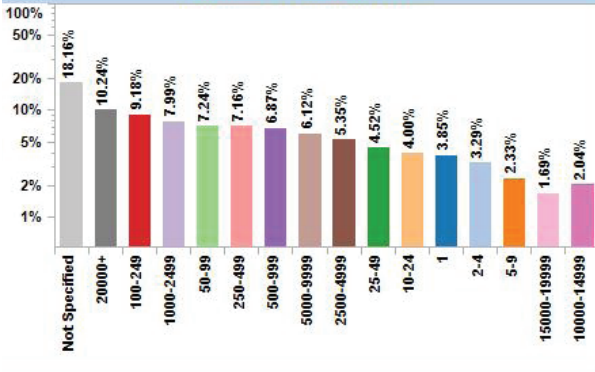
Countries

- Other Countries
- Canada
- India
- United States of Ameri

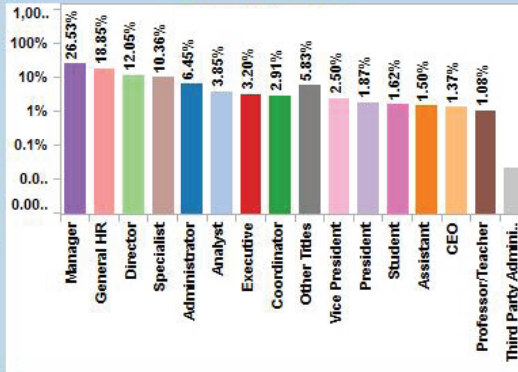
Registraion by Year/Quarter/Month



Registration by Company Sizes



Registration by Job Titles



Registration by Countries

