



HIỆP HỘI NHÂN SỰ HUMAN RESOURCES ASSOCIATION (“HRA”)

ĐC/A. Khu C, Nhà 9, Hoàng Cầu, Đống Đa, Hà Nội, Việt Nam W. www.hravn.net

Hanoi, 26 November 2014

**HRA’s 2015 Planning Meeting (Sunday 18 January 2015)
Key event for HR professionals in 2015**

INVITATION LETTER FOR SPONSORSHIP

To Organisations and Companies

One of the highlight events for HR leaders and practitioners in Vietnam, HRA’s 2015 Planning Meeting will take place on Sunday 18 January 2015 at the Long Vi Palace, 175 Nguyen Thai Hoc, Hanoi. We are seeking institutional, corporate and individual sponsorship for this event and hoping that you will consider this request for sponsorship.

Sponsor this event to gain the best visibility with our audience and help us make a great start for 2015.

Purpose of the event

HRA’s 2015 Planning Meeting will review activities and achievements of the Human Resources Association in 2014 and plan 2015 activities. Members who made significant contributions and great achievements in 2014 will be awarded while 2015 objectives will be discussed and agreed. The meeting anticipates around 100 leaders and professionals in human resource management to attend.

Who we are

Human Resources Association is a professional organisation in Vietnam, operating on nonprofit and self-financing basis. It is established and run by experts and practitioners in human resource management in Vietnam on the basis of voluntary participation, democracy and equality. Its Charter abides by Vietnam’s Law and is in line with all relevant regulations in Vietnam.

Its history dates back to 1995 when the association was established from an initiative of Price Waterhouse “PW.” It was originally named HRC (the Human Resources Club) before adopting the current name in April 2004. The association continuously received generous support from PW until February 2004.

For the past ten years, HRA has grown to become a trusted professional association for leaders and practitioners in human resource management in Vietnam. Its contributions to the professional development of human resources in Vietnam and in the region have been highly appreciated by national and international organisations, including the likes of the International Labour Organisation (ILO), the Asia Pacific Federation of Human Resource Management (APFHRM), the Vietnam Chamber of Commerce and Industry (VCCI), the Ministry of Labour, Invalids and Social Affairs, the General Department of Taxation, the Social Insurance of Vietnam, the Vietnam Labour Union, amongst others.

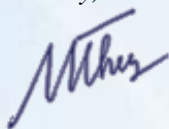
HRA has a current membership of 130 HR professionals who are at middle or senior management levels in human resource management in corporations, international organizations, businesses, and private companies. It is these people who made important contributions to managing and developing the high quality workforce of nearly a hundred thousand employees across many sectors of Vietnam’s economy, working for companies and organisations which range from small, medium- to large sizes.

October 2014 saw HRA become an official member of the Asia Pacific Federation of Human Resource Management (APFHRM). HRA is currently the only professional association to represent Vietnam in this federation.

I would like to invite your organizations to participate in the event as a sponsor and take part in the development of the human resource management profession in Vietnam, and further, to the quality development of human resources in Vietnam. I also believe that this meeting will create a fantastic opportunity for your products and services to gain best visibility within the circle of HR professionals as well as their organisations.

Please refer to the tables attached which provide details on benefits for sponsors.

Yours sincerely,



**Vũ Thị Mai Thu, President
Human Resources Association**





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SPONSOR BENEFIT TABLE

Benefits	Diamond Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
	<i>50 million VND</i>	<i>30 million VND</i>	<i>20 million VND</i>	<i>10 million VND</i>
I. MARKETING & PROMOTION				
I.1 Branding Communication pre-event, during event and post-event				
Name, logo and information introduced in the event promotional materials and on HRA website before the event	X	X	X	X
Name and logo on Event’s standee, backdrop	X	X	X	X
Contact information (name, logo, address, contact numbers, email, website) provided on HRA website, from the sponsorship agreement date;	6 months	3 months	1 month	
Name and information mentioned in articles about the event	X	X	X	X
Banner to promote brand on HRA website, from the sponsorship agreement date; logo used on the site will be linked to the company’s website	6 months	3 months	1 month	
A brief one-page size article about the Company, its presence, products and services on HRA website, from the sponsorship agreement date;	3 months	1 month		
Promote branding, connect business opportunities with partners	X	X	X	X
I.2 Promote and sell product and services				
Company standee at the event	X	X	X	X

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Provided demo table at the welcoming/corridor area of the event	X	X	X	X
Distribution of fliers and promotion items at the event registration area, during teabreak or at the end of the event	X	X	X	X
A 5-10 minute presentation about the company/products/ service during the event at agreed time	X	X	X	
II. RECRUITMENT NOTICES				
Free job announcements of company's vacancies on HRA website	1 year	6 months	3 months	
III. BUSINESS DEVELOPMENT				
Introduce as sponsor by MC	X	X	X	X
Official thanks from HRA representative at the end of the event	X	X	X	X
Product/service promotion, distribution of promotional items/gifts to participants during the event (at the beginning, after teabreak or by the end of the event)	X	X	X	X
IV. OTHERS				
Free invitations to the sponsored event	5	3	2	1
Free invitation to other HRA event during 1 year	3	2	1	

For more details, please contact:

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HRA Finance & Admin Unit: Ms Lê Thu Hương, 0912 516959, huongletac@yahoo.com.vn



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LIST OF HRA EVENTS & SPONSORS 2014

(as at 19/11/2014)

STT	Date	Activity/Topic	Sponsors
1	Saturday 22/3/2014	Feng shui and Physiognomy in Recruitment	Oracle
2	Friday 16/5/2014	Skills for Development of Internal Documents for HRM Tools and Minimize the Corporate Risks	Manpower Group Yeceansh Clinic
3	Sunday 8/6/2014	HRA’s 10th Anniversary Celebration & Discussion “HR Practitioner portrait in the 12st century”	Gold: PwC, Human Dynamic Silver: British Council, MSB Bronze: Navigos Search, JLT, PJICO Insurance
4	Friday 18/7/2014	Increase Key Staff’s Commitment by Compensation and Benefits Scheme	Towers Watson Human Dynamic
5	Sunday 20/9/2014	Annual Seminar: Develop and Implement the HR Strategy Basing on the Business Strategy	Foreign Trade University OCD Hyperlogy
6	Saturday 15/11/2014	Competency-based Training Needs Analysis	
7	Sunday 18/1/2015	HRA 2014 Sum up and 2015 Planning Meeting	Invitation for Sponsorship still available



LIST OF HRA EVENTS & SPONSORS, 2012-2013

Events	Sponsors	Timing
Management of Working Style	Crestcom Thomas International Jobs Ville	21/11/2013
HRBP – HR as Business Partner	ACCA Profile International	22/09/2013
Employee Value Proposition	Muong Thanh Hotel	19/07/2013
Risk Prevention in Labor Contract Termination	British Council Hiring Boss	02/06/2013
Change management	Muong Thanh Hotel	24/03/2013
Effective HR budget management in crisis	ACCA	02/12/2012
Succession Planning	Hung Viet Hospital	26/10/2012
2012 Labour Code	Long Vi Palace	17/08/2012
Talent Management	Long Vi Palace	29/06/2012
KPIs and Performance Management System	HAY Group	13/04/2012