



Event Cross-Marketing Partner Program

(Last Updated: CSA 2/16/2019)

- DSHRM will agree to cross-promote six (6) partner signature events each year, in exchange for cross-promotion of six (6) DSHRM events each year. DSHRM events include HR Learn, HR Workshop, and/or HR Connects meetings.
- DSHRM and partner will select which of their events they would like to be cross-promoted. However, both DSHRM and partner reserve the right to decline to cross-promote any event, if either organization determines the event to be conflicting in terms of content or timing.
- DSHRM will send two (2) dedicated event cross-promotion emails, do two (2) Facebook postings, and two (2) LinkedIn postings, spread out roughly evenly during the two (2) months prior to each partner event.
 - DSHRM and partner will provide full event content for each email/post in the format of one JPG graphic file/image, at least one (1) week before the first email/post is to appear.
- DSHRM will also distribute partner-provided, hard-copy event flyers at HR Learn, HR Workshop, and HR Learn meetings (if any), during the two (2) months prior to each partner event.
 - Partner will provide flyers, pre-printed and ready to distribute at least two (2) days before the first HR Learn, HR Workshop, or HR Learn meeting.
- Note that DSHRM cannot promote partner events on its website at this time, and promotion of partner events in the Chapter's Weekly Digest email is limited to full Resource Partners.