

Background information: HR Hub is a unique Innovation Hub for HR professionals. It unites More than **500 Georgian HR professional** from the private and public sectors. We host monthly events with high profile guest speakers from the private and public sectors addressing the hottest topics in HR.

Name of service: HR Moonlights

Tone of voice: Warm, Friendly, funny, Inspiring, Motivational

Service Description: HR Moonlight

It is a HR team fun Competition around the countries under the open air in the moonlight. HR teams from different countries will come to Georgia to take a part in annual night HR Team competition. They will have possibilities to :

- Meet their colleagues from different countries
- Share experience and ideas
- Enjoy of Georgian culture and traditional dishes
- Enjoy the Georgian nights full of activities: Night Tbilisi sightseeing tours, Entertainment events.

Competition consist: Learning, experience sharing and playing in an extraordinary environment:

- HR Business case competition
- HR Team building activities (here we will use of Georgian traditional elements. For example competition making of Georgian food)

Target Audience: Employees of human resources from Georgia and 10 countries (Armenia, Poland, Romania, Budapest, Ukraine, Germany, Estonia, Italy, Spain, UK). Aged: 23 – 45

Key insights: People from HR fields are spontaneous, energetic and fun-loving, and they take pleasure in the things around them: adventures, new places, nature, food, and especially new people.

Campaign Objective: Tbilisi positioned as a city of innovative and creating HR night event hub.

KPI's: 100 visitors from 10 countries.

More than 20 0000 people will know about Tbilisi HR Moonlight;

More than 60 000 people will see Photos and Videos of Tbilisi in social media;

Key Message: Discover and share HR experience under the moonlight

Delivarables, Media Channel and Budget:

Video for Social Media – Introducing Tbilisi as a city of innovative, creative HR's night event hub. Where HR professionals meet together, compete with each other, playing and have fun. Here must be shown Tbilisi's night sightseeing. The main focus is that Tbilisi will host the first HR Moonlight event under the open air. Video must be motivational for HR people to attend this event. Also here will be information how to register for this competition – 5 000 \$

Concept of the Social Media Campaign – Active social media campaign of HR Moonlight Event. What is it and why it is different from other HR events around the world.

#HRnightTbilisi – 10 000 \$

We use only Social Media for spreading information.

Timeline:

Create Video production - Deadline 20th June 2018

Pre Event Social media Campaign: 21th June – 28th August

During the Event Social media campaign – 29th August – 15th September