



Media Kit

Connect with a highly targeted group of
IT Service and Support Professionals

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HDAA - *Energising the Service & Support Profession*

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Table of Contents

INTRODUCTION	3
VENDOR OPPORTUNITIES	4
Website Advertising	5
Inside Support e-Newsletters	6
Workshop Sponsorship.....	8
Featured Whitepapers	10
VENDOR MEMBERSHIP.....	11
GENERAL	12
Vendor Neutral Statement	12
General Conditions	12
Copyright.....	12
About HDAA	13



INTRODUCTION

As the leading professional Association for the Service and Support industry, HDAA offers many opportunities to showcase your products and services to the largest group of professionals in the Australian and New Zealand sector of the industry.

Our members rely on HDAA for targeted information on the latest and best technologies, tools and trends.

Take advantage of HDAA's innovative, high-value programs to present your services and products directly to the service and support professionals who use them.

- Brand your organisation with an Association that is trusted by the industry
- Fully capitalise on your integrated marketing
- Increase customer contact and business opportunities
- Widen your exposure to new regions
- Give clients an opportunity to experience your services
- Avail yourself of invaluable editorial & feature content
- Capitalise on our platform to market your publications and form strategic relationships through networking at our workshops

We believe that the number and variety of opportunities available will allow you to target overall or specific media channels utilised by our member base.



VENDOR OPPORTUNITIES

The table below outlines the frequency and parameters of overall opportunities available. Where multiple opportunities on one channel are available, they are not contiguous.

Channel	Frequency	Parameters
Website: Homepage Banner (3 available)	1 per month	<ul style="list-style-type: none"> • Can be purchased in 2 month blocks • Max 3 per year, non-consecutive
Communications: Inside Support e-Newsletter Banner	1 per month	<ul style="list-style-type: none"> • Vendor can only take out 1 banner per e-Newsletter • Maximum of 3 Main Banners per year (preferably not consecutive months)
Workshops: Held as a round of 4, one in each of the following states: NSW, ACT, VIC & QLD.	3 rounds per year	<ul style="list-style-type: none"> • Full round for each quarter must be taken – unless by special arrangement with HDAA • Max 1 round of workshops per year
Research: White Papers	Up to 3 submissions per year	<ul style="list-style-type: none"> • Max 3 whitepaper submissions per year per vendor



Website Advertising

HDAA.COM.AU

Visits per month: **6000+** (average figure)

There is immense potential and usefulness in banner advertising. Our banner advertisements are a cost-effective and efficient way to market your products and services by providing direct traffic to your website. Just one click of a mouse button gives our viewers information on your products and services.

Gain recognition in the Service and Support profession and enhance your brand awareness by always being visible to this audience. Even if the audience does not click on your banner advertisement, they get to know a word or two about your business.

Positioning, Features & Availability

FIND OUT MORE SEARCH KNOWLEDGE BASE FIND OUT MORE FIND OUT MORE

Left Advertising Banner **Centre Advertising Banner** **Right Advertising Banner**

HDAA PROVIDE TRAINING, CONSULTING & MEMBERSHIP SERVICES
For the Australasian IT Service and Support Industry

• Training - In January 2000, HDAA became the first international Gold Country Partner to HDI and also sits on the HDI International Certification Standards Committee (ICSC). We are an Accredited Training Organisation (ATO) for a variety of service and support certifications and PeopleCert accredited for all our IT Service Management (ITSM) programs.

HOMEPAGE BANNER: Your banner advertisement is on HDAA's homepage. There are 3 banner positions available – centre banner, left banner or right banner.

- An embedded hyperlink to redirect visitors to your site or a file download consisting of no more than 500kb; **Banner Dimensions: 600 X130px**
- There are to be no 'registration' details for visiting or downloading on the linked URL

Price (based on calendar month, price includes GST)

HOMEPAGE CENTRE, LEFT OR RIGHT BANNER: **\$330 per month**



Inside Support e-Newsletters

HDAA 'Inside Support' is a monthly e-Newsletter delivered to over 2,500 Service and Support Professionals keeping our subscribers tapped into this ever-evolving industry with a wealth of news, trends, training, research and best practices. **Our e-Newsletter open rates are consistently well above industry standards.** Advertising in this medium can:

- Bring wider awareness to your brand
- Convey your message to a wide audience pertinent to your market
- Link to your own website for whitepapers, webinars, product demonstrations, etc.

Availability

There are a total of 22 advertising spaces available per year. The e-Newsletter is distributed monthly with the exception of January.

Positioning

We have two positions in our 'Inside Support' e-Newsletter (Main Banner & Secondary Banner):



Lead Article:



The Questions Every Leader Should Ask Themselves in Challenging Times by Vicki Brackett
Leadership requires looking in the mirror and evaluating what you're doing well and what you need to improve. In this article, we take a look at the tough questions leaders need to ask, and why sometimes we fail to ask them. [READ MORE>>](#)

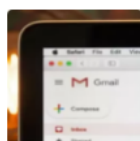
Main Banner Advertisement

600 X 130 pixels

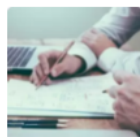
Bits & Bytes From HDAA:

Welcome to the HDAA Newsletter!

Articles:



Email is for Information, Not Communication by Doug Rabold
Email was first hailed as a way to make communication more instantaneous, but it can't substitute for more immediate forms of communication that allow for back-and-forth discussion. Here is why email falls short in primacy as a communications method, and how to fix its shortcomings. [READ MORE>>](#)



Here are 7 Ways to Improve Your Company's IT Service Management by Brent Whitfield
There is no one-size-fits-all approach to ITSM, but there are ways to consider how to build the best ITSM processes for your organization. Here are some suggestions to consider as you build out the processes that will provide your organization with long-term success. [READ MORE>>](#)

2nd Banner Advertisement

600 X 130 pixels

Upcoming HDAA Training Courses:

Date	Course	Venue	Register
20-21 Apr	ITIL® 4 Foundation With Exam	Virtual	Book Now
21-23 Apr	ITIL Specialist - Create Deliver & Support (CDS)	Virtual	Book Now
06-07 May	HDI Support Centre Analyst (SCA)	Virtual	Book Now
14 May	Major Incident Management Best Practices	Virtual	Book Now
02-04 Jun	ITIL® Strategist Direct, Plan, and Improve (DPI)	Virtual	Book Now

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Publishing Guidelines

Technical Criteria

The following technical criteria are required in order to render your advertorial in its best quality for electronic delivery on the web and via email:

- No animation
- Images must be provided in .gif, .jpeg or .png format
- Primary Position. *Dimensions: 600x130px*
- *Second Banner Position. Dimensions: 600x130px*

Submission Timelines

All submissions are to be sent to info@hdaa.com.au

- First Draft Copy must be received by the **23rd of each month** or next business day to ensure publishing guidelines are met and time available for relevant changes.
- Final Copy must be received by the **28th of each month** or next business day.

If the advertisement received does not meet the technical criteria or publishing guidelines, HDAA reserves the right to resize or replace the advert with another vendor or one of its own.

PRICE: per issue

Main Banner: **\$300 +GST**

Second Banner: **\$200 +GST**

We currently have over 2500 subscribers to our e-Newsletter system, with open rates that are consistently higher than both list and Industry averages

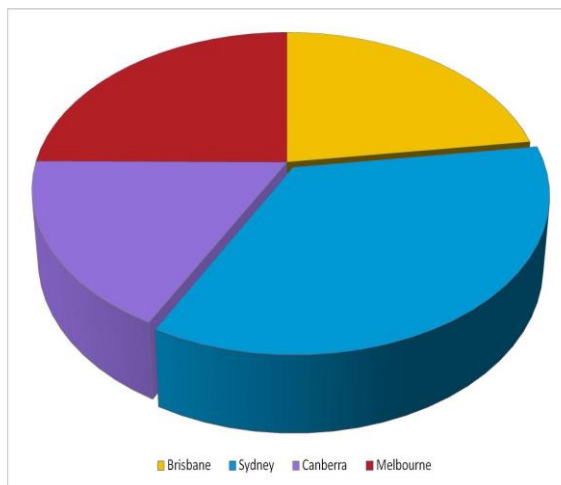


Workshop Sponsorship

HDAА holds numerous workshops per year. These workshops are engaging, positive and stimulating, focussed on practical knowledge and skills and part of our Professional Learning Program. All our workshops are designed to enhance Service and Support practices, challenge existing thinking and provide an opportunity to reflect on the impact we each have on those around us.

Workshops are held in the 4 Eastern States i.e. NSW, ACT, VIC & QLD (the same workshop is held in each location). Workshop sponsorship will be for the entire round for that quarter.

Our format includes the provision of valuable professional speakers and resources; arrival and break refreshments and an after-workshop networking event. All of this in a relaxed and distinguished environment where people can share their learning experience as well as debrief about their role and management concerns over canapés and drinks. The format and length of the workshop may vary depending on topic.



Our Audience

All service and support professionals are welcome to register and each HDAА membership level is allocated a specific number of free seats. Overall average attendance is 100 with attendance at events varying in each State.



Sponsorship Benefits

HDAА encourages sponsors who will contribute positively to the Service and Support Profession.

We offer the following benefits and sponsorship inclusions:

- Exclusive Sponsorship of the Workshop or Event
- Inclusion in the HDAА Workshop & Event Marketing Program – we will work with you to ensure maximum exposure and attendance numbers (these include - HDAА members, Sponsor’s customers and non-members)



- Free attendance for 4 sponsor representatives and up to 10 customer representatives in each state who are not already members of HDAA
- Your corporate logo on all the specific workshop and event published notices such as the HDAA website and 'Inside Support' e-Newsletter along with the option to link to your corporate website
- Acknowledgement of being the exclusive sponsor in the published notices and at the event
- The option to provide a speaker (as per HDAA Speaker Guidelines) to give a presentation that aligns to the theme or topic of the Workshop or Event - no direct product or service sales pitch
- Display of Sponsor promotional material such as Banner Bug and Brochures at the workshop
- Where possible, incorporating the sponsor's product and/or services demonstration within the workshop content to ensure a comprehensive delivery of the topic (maximum 20 minutes of product time) - the Sponsor is required to provide all necessary equipment for their segment
- The option to receive an attendance list that includes name and organisation only (no specific contact details will be provided)

Price per round (4 workshops – NSW, VIC, QLD, ACT)

Condition	Price AU\$
HDAA Speaker Provision	\$8,000 +GST
Sponsor Speaker Provision	\$6,000 +GST

Fees must be paid within two (2) weeks of being confirmed as a sponsor or no later than two (2) weeks prior to the posting of the event notice on the HDAA web site, whichever should occur first. Workshop notices are usually posted no later than 3 months prior to the workshop.



Featured Whitepapers

By providing valuable content to our member base and e-Newsletter readers you are able to position your company as an industry ‘thought’ leader.

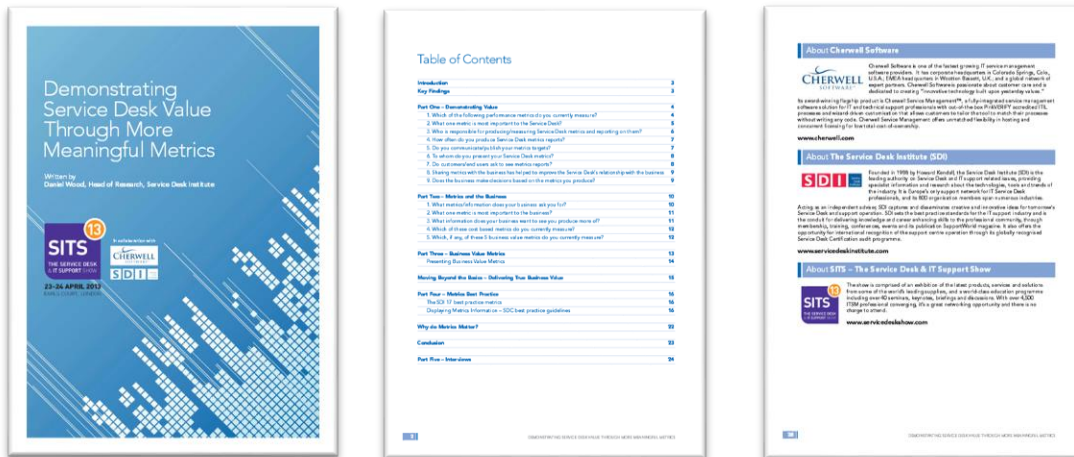
Whitepapers are distributed via a featured article in the next available newsletter. They are stored in our online knowledge base, which is easily accessible by members and e-Newsletter subscribers from the HDAA homepage.

COPY SPECS: Professionally designed, content-rich data, minimum 4 pages, subject to editorial approval; can include: company logo, link to company/author website and a short company and/or product description.

Price : \$275 +GST price allows for inclusion of the whitepaper on the website knowledge base and inclusion in the next available e-newsletter. (Limit of one whitepaper per vendor per e-newsletter issue)

LIMIT OF 3 PER VENDOR PER ANNUM

Example of Whitepaper Branding



VENDOR MEMBERSHIP

HDAА has introduced a vendor membership package designed specifically to benefit Vendors. **Each package includes \$330 worth of free advertising.**

Membership Price


Vendor Membership - \$880.00

Vendor Membership Advantages

In addition to the standard [benefits](#) included with HDAА memberships levels (see table below for Vendor benefits), all Vendor Members will receive a **FREE**;

[HDAА WEBSITE HOMEPAGE Banner](#) for 1 month valued at **\$330** (must be used within the year of membership, content to be supplied by vendor)

**HDAА will make every effort to allocate vendors the months of their choice, but this cannot be guaranteed.*

Benefits & Entitlements	
Annual Membership Fee (includes GST)	\$880
Membership Certificate & HDAА Membership Logo	✓
Complimentary 1 month HDAА website banner advertising	✓
Discounts on HDAА Training	10%
Discounts on HDAА Consulting Services	10%
HDAА Workshops - Complimentary Seats per round	2
Email and Telephone Support from our experienced staff	✓
Representatives Primary*	1
Representatives - Secondary** (website KB access)	3
HDAА Knowledge Base Vendor Level Access	
Articles HDAА and ITSM Industry	✓
Knowledge Management (KCS Resources)	✓
Member Request (MR) Outcomes	Not Included
Industry Webinar Recordings	✓
Reports	✓
Service Desk Calculators (e.g. workforce planner)	Not Included
Templates & Advanced Templates	Not Included
White Papers HDAА and ITSM Industry	✓
Workshop Downloads (Video recording/slideshow)	✓
Help Desk Institute (HDI) Resources - HDI is the leading resource for Help Desk/Support Center emerging trends and best practices.	
Articles & Member Only Articles	✓
Reports and Surveys	✓
Metrics Guides	✓



GENERAL

Vendor Neutral Statement

HDAA is looked upon as an organisation that promotes collaboration and provides knowledge, advice and guidance to service and support professionals. The direct sale of products and services by vendors is not the focus of HDAA but rather how the services and products enable the industry's evolution.

We believe the best value on investment (VOI) for vendors is to build credibility and rapport with our members by demonstrating how your products and services enable the industry's evolution and enhance the quality of their own services. We encourage all ITSM vendors to contribute to the health and development of the Service and Support Profession whilst still maintaining their VOI.

General Conditions

All advertising is subject to approval by the publisher.

The publisher is not responsible for incorrect files, delays in delivery or non-delivery. Conditions other than published or contracted rates are subject to change by the Publisher without notice. Cancellations or changes in advertising may not be made after the closing date for the publication without permission from the publisher.

For specific information on individual opportunities please refer to the relevant section of the Media Kit.

Copyright

Submission of advertising is the responsibility of the advertiser and the publisher assumes that the advertiser accepts all responsibility for the supplied text and images complying with Copyright laws.



About HDAA

About Us

Founded in 1999, HDAA is an independent association specialising in the Service and Support Industry.

HDAA has achieved a strong reputation for providing independent, authoritative information and advice within this industry and supports its member organisations and individual professionals with a range of services to meet their ongoing challenges in this ever-evolving sector.

HDAA is an HDI Gold Partner and also sits on the HDI International Certification Standards Committee (ICSC). We are an Accredited Training Organisation (ATO) for a variety of service and support certifications and PeopleCert accredited for all our IT Service Management (ITSM) programs.

Our membership covers 100's of organisations in Australia and New Zealand and we've had the pleasure of training 1000's of service and support professionals.

Membership Services

HDAA provides a range of services for its members which can be accessed via our website www.hdaa.com.au. This online content enables our members to respond swiftly and effectively to new developments in the industry by minimising the time they spend researching and collating the information they need.

Available services and tools such as workforce planning (WFP), service desk cost calculation, tool evaluation spread sheet, 'inside support' monthly eNewsletter, HDI resources, webinars and more. Members must be logged in to access the Knowledge Base content.

HDAA also conducts bespoke research, including areas of the industry where reliable published information is unavailable.

Industry Intelligence

HDAA provides and publishes a range of reports on the service and support industry, including an annual Practices & Salary Report providing an overview of the industry, as well as data and analysis of the market by demographics, incident management, technology, processes, procedures and strategies, performance metrics and more.

HDAA publishes a number of 'on demand' reports, such as Member Requests and one-time Surveys. This includes research, webinars and other such items highlighted in our monthly 'Inside Support' eNews that are pertinent to the Service and Support Industry.

Consulting Services

Based on extensive experience and a detailed knowledge of the service and support industry, HDAA provides a variety of consulting services enabling high quality decision making and bottom line results.

Such services are based on internationally recognised frameworks, best practices and methodologies and include Service Desk Reviews, Knowledge Management Integration - using Knowledge Centred Service (KCS) Methodology, workflow mapping for policy, process and procedure documentation and generalist HR (e.g. recruitment and training assistance).

Training, Workshops, Coaching & Mentoring Services

HDAA provides a range of training courses and workshops, including tailored, in-house training and workshops. Our courses are internationally recognised qualifications aimed at professionals who wish to progress in the service and support industry; and specifically to help companies maximise the capability and effectiveness of their response in the service and support industry.

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