



HR Florida's 42nd Annual Conference & Expo Shines During Pandemic

Council held a hybrid event to accommodate nearly 1,200 attendees

Orlando, Fla. – (September 3, 2020) – The [HR Florida State Council](#), Florida's affiliate for the Society of Human Resource Management (SHRM), is pleased to announce its 42nd annual conference held from August 30th – September 2nd at the Gaylord Palms Resort & Convention Center, and the first hybrid event of this size, was deemed a success based on onsite and attendee feedback. The event – which was held in-person with strict safety measures in place as well as held online sessions – was designed to enable members to safely congregate and involve those who chose to attend remotely.

HR Florida had to be agile and willing to pivot when planning SHRM's largest state conference this year. The Council worked diligently with the Gaylord Palms Resort & Convention Center to create a safe space for roughly 450 attendees to gather in-person. Simultaneously, the Council moved quickly to implement an online platform to deliver nearly 700 virtual attendees the same conference experience they know, love and expect, including providing access to keynote presentations, pre-recorded concurrent sessions, a virtual expo hall and networking opportunities.

"As this is the first time the conference team had to plan a large event during a global pandemic that is changing every aspect of our lives, I am incredibly proud of everyone's hard work, due diligence and dedication to hosting an event that was in-line with the annual conference's stellar reputation, but more importantly, safe and accommodating for all attendees," said HR Florida State Council President Heather Deyrieux. "These times are truly unprecedented, and I am grateful for those who were confident in our decision to move forward with a live event as well as those who chose to participate virtually. Overall, the event was a great success and feedback to date has been very positive."

"We were also heartened to hear directly from the staff of the hotel and other partners about their gratefulness to be back to work," Deyrieux continued. "From banquet staff to A/V professionals, entertainers to expo hall support staff, many haven't worked for months and were excited to have the opportunity to work again in their profession."

HR Florida and the Gaylord Palms placed the highest priority on the safety of the attendees, speakers, volunteers and staff. In addition to the extensive safety protocols put into place by the hotel, HR Florida provided masks and sanitizer to every attendee, and established a single point of contact as the Safety Officer for the event.

Representing almost every industry and size of business, the onsite and virtual event was a prime opportunity for professionals to network, grow and learn about the human resources industry. To learn more about the State Council and to stay up-to-date on upcoming events, including next year's conference, please visit <https://www.hrflorida.org/>.

About HR Florida State Council

Representing over 16,000 human resource professionals and 6,300 Florida employers, HR Florida State Council is the state affiliate for the [Society for Human Resource Management](#) (SHRM). HR Florida facilitates services and programs for the collective interest of the state's SHRM and local chapter membership and promotes activities that serve and advance the human resources profession. Its primary objective is to support the mission and initiatives of SHRM through education. HR Florida is a 100 percent volunteer organization consisting of 28 SHRM-affiliated chapters across the state. For more information, go to [HRFlorida.org](#), [Facebook](#), [Twitter](#) or [LinkedIn](#).