

Global Payroll Week 2024

Campaign Results Report



The seventh annual Global Payroll Week (GPW) was a great success. Support from the global payroll community, multiple educational and networking opportunities, and an advertising and public relations campaign that reached a potential audience of more than 154 million, resulted in visibility for the entire global payroll industry and 2024 GPW Program Sponsors.

Build Your Brand and Reputation in the Global Payroll Industry

Global Payroll Week sponsorship is very beneficial for organizations and can lead to increased brand exposure, media coverage, and access to a large global audience. GPW Sponsor brands repeatedly reach PAYO's global payroll professional customer base around the world through unique educational and promotional opportunities.

1. Sponsors

- ▶ **Create Top-of-Mind Brand Exposure.** The GPW campaign aims to enhance your company's brand presence across the global business community, the general public, and PAYO subscribers, resulting in a favorable and enduring brand exposure. Through dynamic and widespread international promotion methods including advertising, media outreach, thought-leadership, content creation, and other avenues, brands receive increased visibility and recognition.
- ▶ **Influence Key Business Decision Makers.** As a GPW sponsor, your company solidifies its role as a frontrunner in the payroll and finance sectors, raising awareness of your services and products among key business decision makers worldwide.
- ▶ **Establish Yourself as a Global Payroll Industry Leader.** The GPW campaign enhances your company's reputation in the global payroll industry and associated sectors by showcasing your firm's dedication to the payroll community.
- ▶ **Grow Your Audience.** Sponsors connect with trade and consumer media, PAYO's customers and subscriber base, PAYO's chapters, and its affiliated associations.

2. Global Payroll Professionals

- ▶ **Professional Recognition.** The Global Payroll Titan award program provides a platform during GPW to celebrate, empower, and recognize the exceptional professionals responsible for processing multi-country payrolls.
- ▶ **Celebrate the Importance of Global Payroll Professionals.** The GPW campaign recognizes and celebrates the significant roles that payroll professionals who pay in multiple countries play in ensuring the world's economy remains strong by providing accurate, on-time paychecks to employees around the globe and integral company data to business leaders.
- ▶ **Educate.** The GPW campaign aims to increase the global payroll professional's skill level through current curated content and multiple complimentary educational opportunities made possible by GPW Sponsors.

Educational Opportunities

The main goal of the GPW campaign is to provide education to global payroll professionals. In 2024, the campaign offered **two complimentary webinars** specifically tailored for payroll professionals, along with additional educational content.

Webinars

During GPW 2024, the following webinar opportunities were made available:

- **2024: The State of Global Payroll** – This webinar explored the evolving workplace dynamics affecting the role of payroll in organizations, how innovation is transforming payroll practices and the industry, shaping the future of payroll professionals, and presented findings from the 2024 "Getting the World Paid" survey. The webinar had approximately **588 registrants**.
- **Harnessing Technology for Global Payroll Transformation** – This panel discussion webinar featured several subject matter experts from 2024 GPW Sponsors as they shared their insights and perspectives on the groundbreaking technologies reshaping global payroll, from cloud computing and artificial intelligence. The webinar had approximately **729 registrants**.

All GPW webinars are available on-demand through PAYO's online education platform, allowing GPW Sponsors to continue to receive engagement and branding even after the event.

Specialty Curated Content

During GPW, PAYO sent three specially curated educational emails to all its members and subscribers. These emails focused on trending global payroll topics, including borderless payroll, payroll models and management, and expansion and technology. This educational initiative was promoted on the PAYO website, social media, and through additional email communications.

To gauge additional interest, non-subscribers were also encouraged to sign up to receive the emails through a GPW-branded landing page featuring linked GPW Sponsor logos. In the time the page was live, it received **668 page visits**, securing additional logo impressions for Sponsors. The **sign-up form was submitted 396 times**.

Additionally, two educational white papers were published: [A Global Payroll Control Framework for Multinational Organizations](#) and [Combining Flexibility AND Standardisation in Your Global Payroll Strategy](#). These white papers were promoted in emails, on social media, and on the main GPW webpage.

GLOBAL PAYROLL 2024 WEEK
29 April - 3 May

Global Payroll Week 2024
Join us as we celebrate the seventh annual Global Payroll Week by increasing the global payroll professional's skill level through education and training. Take a deep dive into global payroll topics that are top of mind for today's payroll leader through a unique learning opportunity tailored for your schedule!

The Details:
During Global Payroll Week, 29 April - 3 May, you'll receive three emails packed with resources (blogs, magazine articles, webinars on demand) that will allow you to take a deep dive into the topics at hand, on YOUR schedule and from the comfort of your desk. Get answers and tools for some of the trickier aspects of global payroll.

Get Started!
Register and take advantage of this unique learning opportunity by completing the form to the right.

Thank you to our Global Payroll Titan Sponsor!

dayforce

Thank you to our other 2024 Sponsors!

ADP
Always Designing for People

UKG
Inroads
A UIC Company

cloudpay
payroll with perspective

Yes! Email me resources during GPW.

First Name: Cynthia

Last Name: Acosta

Business Email: ccrised@payroll.org

Job Title:

Job Role (please pick most applicable): Please Select

Company Name:

Number of employees you pay: Please Select

Submit

Industry Insight

PAYO once again hosted the annual "Getting the World Paid" survey as a valuable tool for assessing industry trends in the constantly evolving global payroll landscape. **Over 600 global payroll professionals participated in the survey.** Respondents shared their insights on various topics including global payroll technology, time and attendance, data accuracy, and performance.

The survey was live from 8 February through 4 April. Sponsor logos were included on the survey, resulting in over **600 impressions for 2024 GPW Sponsors.**

Results from the survey were published on the PAYO website during GPW. The social media posts featuring the GPW survey results garnered 18 link clicks and over 1,500 impressions.

Three participants of the survey were randomly selected to receive a voucher for a complimentary PAYO virtual course of their choosing.

Professional Recognition with Global Payroll Titan

In 2024, PAYO hosted the fifth annual Global Payroll Titan award program. This award was established to honor, empower, and recognize professionals managing multi-country payrolls. From 15 February to 19 March, individuals were invited to submit nominations for the Global Payroll Titan.

Approximately 37 nominations were submitted recognizing global payroll professionals around the globe. Of those, 24 eligible nominees moved forward for the final two-part judging process. First, a "People's Choice" public vote asked global payroll professionals to choose the most accomplished nominee. In total, **1,645 votes were cast**, and the **Global Payroll Titan webpage was visited 6,629 times.** Second, all nominations were reviewed and scored by a panel of judges with professional backgrounds in global payroll.

Global Titan Award

The Global Titan award highlights and recognizes the everyday global payroll professional who is doing extraordinary work. These professionals will be chosen by their peers based on the answers they have provided to questions surrounding projects they have led or participated in, leading to a significant change in how payroll is processed globally within their own businesses. Visit the [official award page](#) for more details.



Priti Rughani, CPP, was named the recipient of the 2024 Global Payroll Titan award.

PAYO extensively promoted the Global Payroll Titan award on social media, through three dedicated email communications, and in Global Payroll Magazine.

From the launch of the award program on 15 February through the end of May, the Global Payroll Titan webpage was the second most visited webpage of the global section of the PayrollOrg website.

GPW Website Traffic

The GPW campaign page was highly popular and effective in attracting users to the PAYO GPW campaign webpages. It provided visitors with comprehensive information on all official GPW events, background campaign details, GPW Sponsor logos, and more.

From February through May, all GPW-related webpages, including the “Getting the World Paid” survey webpage, the Global Payroll Titan award webpage, and the main GPW campaign webpage, received a **combined total of 9,890 page views** making GPW content the most popular webpages throughout the global section of the PayrollOrg website.

During the week of GPW, 29 April – 3 May, the main GPW campaign webpage received **1,039 page views**, a 40% increase from the 2023 campaign, and was the **most visited page of the global section of the PayrollOrg website**. During April and May the main campaign page received **2,074 page views** and was the fourth most visited page of the global section.

GPW on Social Media

Throughout GPW, the GPW campaign and 2024 sponsors received significant brand exposure across various social media platforms using the official campaign hashtag #globalpayweek. PAYO, GPW sponsors, and the global payroll community actively shared numerous social media posts on Facebook, Instagram, X, and LinkedIn, promoting various aspects of the campaign. This included posts about the “Getting the World Paid” industry survey, the Global Payroll Titan award, webinar opportunities, and more. Additionally, several posts featuring GPW Sponsors were shared during the campaign to reach PAYO's online audiences. Overall, the campaign reached 391,500 people through social media, with content receiving 585 interactions, 425 shares, and 533 likes.

PAYO's GPW related social messaging during the week of GPW garnered a total of:

- 585 interactions
- 1,021 URL clicks
- 47 shared pieces of content



"As an Associate Director of Global Payroll at King & Spalding, Priti has numerous global payroll responsibilities and leverages her considerable payroll experience across EMEA and North America to focus on payroll solutions which help global organisations deliver and manage multicountry payroll in effective and innovative ways."



GPW Media Highlights

In addition to email marketing and social media promotion, millions more around the globe were exposed to GPW content through the media. Highlights of the 2024 media campaign include:

- **GPW Announcement** – On the first day of Global Payroll Week, the distributed press release, “[Global Payroll Week Celebrates Payroll Professionals from 29 April - 3 May](#),” was picked up by outlets in U.S., Brazil, Canada, India, United Kingdom, Vietnam, and more. The release highlighted the primary campaign initiatives and included references to the official 2024 GPW Sponsors with URLs linking back to each respective Sponsor’s website. The press release was **picked up by 360 outlets**, including *Yahoo! Finance* and *Benzinga*, and reached a potential audience of **154,000,112 readers worldwide**.
- **Global Payroll e-Magazine Content** – Four articles promoting GPW and the Global Payroll Titan award program were featured in the April and June issues of PAYO’s *Global Payroll* e-magazine. The articles outlined how to get involved with GPW, highlighted “Getting the World Paid” survey results, and reviewed the successes of the 2024 campaign. In addition, three articles featured acknowledgement of each GPW Sponsor. Each article can be found at:
 - [Help PayrollOrg Find the Next Global Payroll Titan](#)
 - [Five Ways to Get Involved With GPW](#)
 - [Global Payroll Week 2024 Provided Education, Recognition](#)
 - [GPW Survey Finds Compliance Remains Biggest Global Payroll Challenge](#)

GPW Advertising Campaign

Email Advertising

A comprehensive email marketing campaign was implemented to promote Global Payroll Week, its initiatives, and GPW Sponsors. Starting in February and continuing through May, a total of eight emails were sent to PAYO's valued subscribers and customers. Each email featured the linked logos of GPW Sponsors, providing them with significant exposure.

Conclusion

The successes of the seventh annual Global Payroll Week were made possible by the exceptional support of payroll professionals worldwide and our 2024 Sponsors. GPW is an event that will continue to grow and extend its reach within the global payroll community each year.

Thank you to our 2024 Global Payroll Week Sponsors for supporting the payroll profession and helping PAYO bring global awareness of their contributions to the workplace:

