



Event Impact Report

24 hours. 80 countries. 656,000+ video views.

Global PayFest '26 united payroll professionals, HR leaders and technology innovators from 80 countries for 24 hours of live discussion, creating more than 656,000 video views and generating meaningful connections between payroll leaders and solution providers.

Event Snapshot:

EMEA represented the majority of registrations (57.2%)

driven largely by the UK and mainland Europe.

USA led the conversation

with over 83,000 viewers across live and on demand sessions.

61% were in management or senior leaders

Over three in five attendees (61%) were considered decision makers with influence over payroll, HR and workforce decisions.

Global audience

Registrations came from 80 countries across every major region, highlighting Global PayFest's truly international audience.

	#	vs '25
Countries Reached	80	5% ▲
Live Watch Hours	436.2	8% ▲
Video Views	656.7K	656K% ▲
Opt-In Leads Shared	699	-
CTR (Sponsor Links)	17%	-
Most Viewed Session	USA 83K	DE 150
Social Media Impressions	1M+	80% ▲
Newsletter Reach	55k+	10% ▲

trusted by leading brands



What the Industry Told Us

Across 24 hours of discussions with payroll leaders, practitioners and technology experts from around the world, several themes consistently emerged. While each country faces its own unique challenges, the direction of travel is remarkably aligned.

Payroll is becoming a strategic business function
AI is enhancing payroll expertise, not replacing it
Global growth demands greater standardisation
Payroll data is an untapped business asset
Compliance is becoming more complex
Employee experience now extends to payroll
Collaboration is replacing organisational silos
The payroll profession is evolving

We're using these key themes and feedback to shape conversations in PayFest '27, by:

From country spotlights to global conversations

Both sponsors and attendees told us they wanted more discussions centred on the challenges they face every day, regardless of location.

For Global PayFest '27, we're moving to themed sessions exploring topics such as AI in Payroll, Payroll Transformation, Pay Transparency, Global Mobility, Payroll Technology, Employee Experience and Compliance.

This will ensure every attendee can gain value from every session, while giving sponsors greater visibility across the entire event rather than within a single regional slot.

Introducing our Global Payroll Leaders Panel

To close Global PayFest '27, we'll bring together select sponsors & industry experts for a panel discussion on some of payroll's biggest challenges. Rather than focusing on a single perspective, we'll encourage open debate, diverse viewpoints and practical solutions from across the industry.

Attendees will also be able to submit questions throughout the event, giving the community a direct voice in the conversation.

Our audience told us they value practical discussions that explore industry-wide challenges from multiple perspectives.

Six months of audience engagement

Many attendees told us they'd like more time to explore the agenda, learn about the speakers and plan which sessions to attend.

That's why we're beginning our Global PayFest '27 campaign six months before the event.

This gives attendees more time to build the event into their schedules and gives sponsors a longer runway to build awareness, generate interest and engage with our audience before their session goes live.

Giving the community a bigger voice

GPF27 will give our global payroll community an even greater role in shaping the conversation. Ahead of the event, we'll ask attendees about their biggest payroll challenges and feature those insights throughout the agenda.

Our speakers and sponsors will respond to real questions from real practitioners, ensuring every discussion is grounded in the experiences of the audience.

Elevating thought leadership

The most engaging sessions this year weren't presentations - they were conversations.

We're working more closely with our sponsors to create discussion-led sessions that educate, inspire and provide practical insight.

Rather than product demos, we'll help speakers share expertise, experience and solutions that deliver genuine value for attendees.

Conversation-first sessions

One message came through consistently in our feedback: people value authentic discussion over slide-heavy presentations. GPF27 will be built interview-style, with Q&A and practical insight taking centre stage.

The focus will be on honest conversations about the realities of global payroll - what's changing, what's working, and where the biggest opportunities and challenges lie.

Global payroll leaders aren't just looking for software - they're looking for insight, community and practical solutions. Global PayFest creates a platform for those conversations to happen.

What Our Audience Said



Overall, respondents rated Global PayFest '26
4.3 stars out of 5.

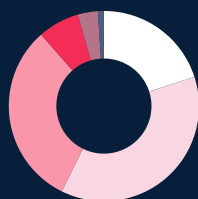
Relatability, session content, speaker selection and overall experience scored particularly high.

Respondents want to see more global challenges in next year's event rather than local compliance.

Feedback suggests viewers would like to see all sessions in interview style, rather than standalone sponsor hosts.

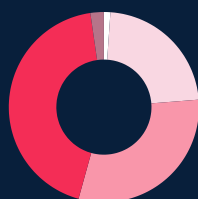
AI, Tech Transformation & Implementation were the highest rated topics.

Which region do you primarily operate in?*

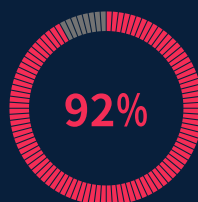


APAC	19.9%
EMEA	37.2%
NOAM	31.0%
LATAM	7.2%
AFRICA	3.4%
NA / OTHER	1.3%

How many employees does your organisation have?*

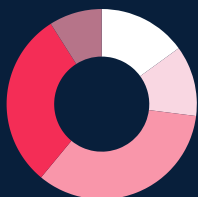


1 - 250	2.1%
251 - 1,000	26.1%
1,001 - 5,000	32.5%
5,001 - 10,000	34.8%
10,001+	4.5%

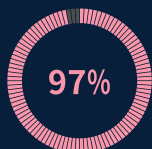


would recommend Global PayFest to a peer or colleague.

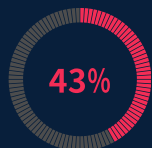
What best describes your role?*



Exec Leadership	15%
Director / Snr Manager	12%
Manager / Lead	34%
Specialist / Admin	30%
Other	9%



rated the topics covered to their current payroll challenges as 'highly relevant'



engaged with an event sponsor post-event

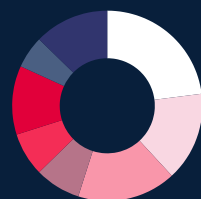
"The AI session completely changed how I think about the future of payroll and how AI & HI work together.. you can't have one without the other"
-EMEA Payroll Lead

"Access on demand to relevant topics throughout the year is extremely helpful as the business grows."

-Director of People Ops

Respondents are evaluating solutions across:*

Multiple selections permitted.



Global Payroll	236
EOR	158
HR / WFM Technology	187
Hiring	96
Employee Benefits	211
Payroll Outsourcing	89
Compliance & Tax	110
AI & Automation	204

"I appreciated that the sponsors were part of the conversation rather than interrupting it.."

-Snr Manager



Shaping Global PayFest '27

29TH APRIL 2027 | 00:00–23:59 BST | #GPF27

Every Global PayFest teaches us something new.

Following feedback from attendees, sponsors and speakers, we're evolving Global PayFest '27 to create even greater value, deeper conversations and more opportunities for the global payroll community to connect.

We're introducing a truly global agenda, moving beyond country-specific sessions to focus on the biggest challenges shaping payroll worldwide.

Only 24 sponsorship opportunities available worldwide

What Will Global Payroll Look Like in 2030?	How Payroll Delivers Employee Experiences RESERVED
AI in Payroll – Hype or Transformation?	Payroll Data: An Untapped Business Asset
Can Payroll Actually Become a Strategic Business Function?	Financial Wellbeing Through Payroll
The Global Payroll Talent Crisis RESERVED	Payroll's Role in Mergers and Acquisitions
Scaling Payroll During Rapid Growth	Cyber Security and Payroll Risk
Payroll Transformation – Why Do Projects Fail? RESERVED	Global Benefits and Payroll Alignment
One Global Payroll Platform – Reality or Myth	Payroll Technology: What's Actually Delivering Value?
Pay Transparency & Payroll's Growing Responsibility	How to Build a High-Performing Payroll Team
Managing Payroll Across Multiple Countries	The Future of Payroll Payments
The Future of Payroll Outsourcing	The Payroll Vendor Ecosystem: Too Many Tools?
Payroll Compliance in an Era of Constant Change	What Keeps Payroll Leaders Awake at Night?
Global Mobility, Remote Work and Payroll	The Global Payroll Leader's Summit RESERVED

*Sponsors are selected to ensure a balanced programme with limited overlap between competing solutions.

More Interactive Discussions

We're hosting each session interview style, with the closing session bringing key industry leaders together panel style to answer audience questions.

Community-Led Content

Our audience feedback has shaped session topics for GPF27. We're creating more opportunities for attendees to participate before, during and after the event, to ensure sponsors can deliver the exact solutions viewers are seeking.

Even Greater Value for Sponsors

We're expanding opportunities for partners to share expertise whilst maintaining our commitment to educational, thought-provoking content, through:

- More integrated thought leadership
- Increased promotional content
- Extended content lifespan
- Greater audience engagement
- Stronger lead generation opportunities

Building the World's Most Valuable Global Payroll Conversation – Together.

Building on the success of Global PayFest '26, our ambition is to grow both audience size and global representation whilst continuing to deliver one of the world's largest free to attend payroll learning events.

global pay fest 27

24 hours | 24 challenges | 24 experts

29TH APRIL 2027 | 00:00-23:59 BST | #GPF27

How to Get Involved

-  **Review Packages**
Choose the tier and add-ons that align with your goals.
-  **Select Conversation-Focus**
Pick your preferred topic from the schedule.
-  **Contact Us**
Discuss customization and confirm availability.
-  **Secure Your Spot**
Sign agreement & submit branding materials.

New for 2027

- ✓ 6 months pre-marketing
- ✓ Advertising opportunities
- ✓ Sessions led by audience challenges
- ✓ More sponsor variation
- ✓ Dedicated session manager
- ✓ Optional follow-up events

Be part of Global PayFest '27.



Thank you to our 2026 sponsors:



Enquire now for Global PayFest '27 – limited slots available.

Email: natalie@jgarecruitment.com

Phone: +44 (0)1727 800 377

Only 24 sponsorship opportunities available worldwide.

Each discussion focuses on one major payroll challenge. Once a topic has been allocated, it won't be repeated.