

# Uniting HR & Marketing



A free seminar on strategic marketing and employment branding to attract **top talent** in a time of near full employment.

## Date

Wednesday,  
**March 7, 2018**

## Time

9:00 - 9:30 Registration & Breakfast  
9:30 - 10:45 Presentation

## Location

**Plexpod Lenexa**  
10000 Marshall Drive  
Lenexa, KS 66215

presented by



# Having challenges finding, recruiting and retaining top talent? You're not the only one.

# Register

to save your seat

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no cost to attend, but registration is required.

## Let's talk about...

### The human resources and marketing merger

Today, your company's current and future employees are your brand promoters, yet too often marketing and human resources operate in isolation. C-level executives are raising their expectations on how a brand is portrayed to the marketplace and to their most valuable asset – employees.

### Why would someone want to work for you?

Your brand emotionally connects your company with your customers. But we often forget that also it's the emotional connection between your company and your workforce. Does your company speak to current and future employees as passionately as you speak to your customers?

### You can pick them out of a crowd

Two groups of flight attendants are walking through an airport wearing indistinguishable uniforms. But once on the aircraft, Southwest Airlines attendants are identifiable immediately based on their words and actions. The right employee in the right environment can give a company a competitive advantage. Are you recruiting for the cultural essence of your brand?

### A website is the window to your company's world

Did you know the careers page is the most frequently visited page on most company websites? Look at your website analytics and you're likely to find this true. That alone is motivation to use your website as a recruiting tool, perhaps the most important tool in your arsenal. Does your website show the world you want it to see?

### Social media: 1

### Job posting: 0

Job candidates will view your social media pages before submitting a resume. Candidates won't wait for the interview to find out if you offer what they are looking for in a job.

### I've never heard of that company

Being top-of-mind with job seekers is more about being known and recognized compared against competitors. "I've heard of them" is a powerful first step in finding and recruiting top talent. Your applicant pipeline will fill faster if your company is a familiar name in the community.

### About those health insurance benefits and ping pong tables

Candidates are attracted to your company for different reasons, some pragmatic and some cultural. The clearer you describe your culture and working conditions, the more likely you are to receive resumes from people who align with your mission, vision, purpose and attitudes.

### The importance of the written word

Help wanted: Experienced customer service representative –or–

Help wanted: Spend your day making people smile when they least expect it.

How you write recruitment advertising makes a huge difference in the quality of your candidates. Which is more important to you?

Experience or fitting into your culture?

### No millennials will be harmed in this seminar

Potential employees in all age groups use the same channels and see the same information when searching for their next job.

Millennials' preferences are no longer a reason – or an excuse – for how you market and recruit. Great talent comes in all shapes, sizes and ages.

### Now find your next, best employee

The channels to reach potential candidates goes well beyond Indeed and CareerBuilder. Consider all the places where future employees may be hiding, like:

- Search marketing: paid and organic search engines
- Social media: Facebook, LinkedIn and others
- Digital marketing: retargeting and media placement
- Outdoor: billboards and location signage
- Referral: trigger referral among key groups
- Website: improvements and measures
- And many others

# Meet the Discussion Leaders

## Paul Weber

CEO and chief creative officer of EAG, an advertising and marketing agency that serves small and mid-market growth companies. Teacher, mentor, author and speaker, and recognized leading expert on small business ownership, marketing and sustainability.



## Jeff Randolph

EAG's vice president of client services. Formerly served as CMO for ARMA International and Camp Fire where he created award-winning campaigns with few resources.



## Kirk Young

Founder of JobMatch Assessment, Inc. Formerly with AutoGlass, Unilever and Ernst & Young Consulting. Adjunct business professor, SPHR and SHRM-SCP certified, MBTI qualified, DDI certified instructor and a PXT Select™ Authorized Partner.