

You're Invited: Strategies for Talent Attraction and Improving the Candidate to Employee Experience

Join us for a networking lunch for a workforce education session presented by Jim Morgran, Vice President, Business Development & Workforce Strategies at MRA. Titled "The Great Sansdemic" this session covers how the demographics in the Midwest are working against the employer, and how that has changed the recruiting and retention game for decades to come.

With Jim having worked on the talent shortage for the past 30 years, and having access to the collective innovation of 4,000-plus quality employers, and the opportunity to work with hundreds of HR professionals, Jim has real answers from real employers help you survive the Great Sansdemic (sans = without / demic = people).

This event will enlighten you on:

- **The numbers behind the talent shortage:** What are the underlying factors causing the great sansdemic?
- **Effective approaches to a positive Candidate Experience:** How have employers changed their candidate experience to be faster, on brand, and candidate friendly?
- **A Winning Onboarding Experience:** What are companies doing to re-engineer their onboarding process to ensure positive first, second and third impressions?
- **An Engaging Employee Experiences:** Having secured people, how are they changing the employee experience to keep them engaged and motivated at work?
- **Top Ten Talent Attraction Strategies:** Where in the world are they going to find talent?

Whether you are the hiring manager, the supervisor, the HR director, or the engineer, finding the right people is a pain point we can't ignore. Join us for this engaging, lively, and entertaining presentation . . . and leave with practical solutions to the talent shortage.

[About Jim Morgan](#)

About MRA:

MRA is the largest employer associations in the nation serving more than 4,000 employers; covering more than one million employees worldwide. MRA helps its members thrive by offering comprehensive HR services, talent management, learning and organization development opportunities, and total rewards planning. MRA works to help organizations build a successful workplace and powerful workforce. Headquartered in Waukesha, WI, MRA has regional offices in the Quad Cities IA; Moline, IL; Golden Valley, MN and Cincinnati OH.

Questions? Contact James Foster at jfoster@nfpa.com.