



EVERGREEN & OREGON CMAA PRESENT

**Jill Silman Chapman, Insperty Traditional Employment Solutions,
Future-Proof Your Hiring**

Tuesday, October 19, 2021 | 2:00pm – 3:00pm | [Register for the Zoom](#)

Complimentary for Chapter Members and their Staff

Your people are your business. When you have the right fit, you experience increased profitability, performance and productivity—the three essentials to any successful business. Attracting that kind of talent requires taking a close look at your culture, recruiting tactics and hiring process. Our conversation will help you widen your talent pool, hire better talent and be in a position confidently face the future. While the past year has been a struggle, the coming months will prove equally as challenging for many. The hunt is on for alternatives to secure qualified staff.

Key Takeaways:

Are you ready for hiring in 2021-2022 and beyond? In this session, we offer commentary on how to future-proof your talent attraction strategy.

- From sourcing new talent to upskilling existing workers, creativity is key. It's a shift to marketing, collaboration and brand awareness.
- It's thinking about new places and new ways to make the processes easier and more efficient. Nontraditional recruiting platforms. AI-powered technology. Candidates are demanding a process that is easy and available on the go. The candidate experience is key.
- Tech isn't just changing the way we source talent, it is present in the interviewing process. Candidate assessments, gamification, video interviews create efficiencies and cost savings.