

DARA

(Dayton Area Recruiting Alliance)

Presents

Leveraging Your Employment Brand

If you have employees, you have an employment brand! In this fast-paced world of social networking, it is no longer a discussion of *building* - it is now about understanding and leveraging your employment brand.

Our speaker will focus on a variety of methods to help you strategically approach your employment brand and provide tactical steps to help you combine both traditional and emerging methods of communicating your value proposition to prospective employees.

Our Presenter:

Eric Winegardner
Vice President of Client Adoption
Monster Worldwide

In his role at Monster, Eric is responsible for building and managing all client training and consulting for employer customers. Prior to joining Monster, he was responsible for the US recruiting operations of a Fortune 500 financial services organization. He also spent three years as a recruiter in a niche Executive Search firm. Eric possesses a strong working knowledge of online tools and the impact of the Internet on the recruiting industry as a whole.

8:00 a.m. - 9:30 a.m.
Thursday, April 15, 2010

At

Right Management
7777 Washington Village Drive, Suite 300
Centerville (off SR 725, just east of I-675)

Please **RSVP** to susan.davis@wright.edu or (937) 775-4953 by April 13

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