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GRCA TO HOST TWO TALENT ATTRACTION WORKSHOPS

The Greater Reading Chamber Alliance (GRCA) invites the Greater Reading business community to come learn how to level up its talent attraction efforts. In partnership with Herbein + Company, GRCA will host two talent attraction workshops to help employers address the talent shortage by learning how to attract qualified talent from outside the region.

Speakers Laurel Kline, CEO of Herbein's HR Consulting Division, and Rachel Ewell, an experienced HR and talent and acquisition professional at Herbein, will cover key topics like community-based recruiting, building a solid workforce pipeline, recruiting and retaining Gen Z talent and creating your unique brand identity.

These days talent needs more than a Google search to confidently make a relocation strategy. They need a clear and supportive path into the Greater Reading community. Attendees will get insider tips on showcasing the region's quality of life, partnering with educational institutions and local partners and connecting with your target audience.

Those interested can choose from one of the two sessions listed below as the covered content will be the same.

WHO: Greater Reading Chamber Alliance & Herbein + Company

WHAT: *Expanding Your Talent Attraction Outreach Workshop*











WHEN: Tuesday, Aug. 15, from 8:30 a.m. to 10 a.m. and Thursday, Oct. 5, from 3 p.m. to 4:30 p.m.

WHERE: Center for Business Excellence, 49 Commerce Dr., Wyomissing

Pre-registration is required. These workshops are **FREE** to both GRCA members and future members. Register at greaterreading.org.

ABOUT THE GREATER READING CHAMBER ALLIANCE: *Our mission is with excellent and committed leadership and coordination, we attract new businesses to our community, support the businesses which are already here, nurture local start-ups, develop the workforce for today and the future, and advocate on behalf of the business community.*

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