

Proven Recruitment Strategies to Attract Top Talent



Complimentary Webinar

Feb. 4, 2025

Transform Your Hiring Strategy: Winning the Talent War in a Competitive Market

In today's competitive job market, attracting, engaging, and hiring top talent requires more than traditional approaches—it demands innovation and strategy.

Join us for an insightful webinar where Asure's experts will share actionable trends, proven practices, and cutting-edge tools to optimize your hiring process, elevate your employer brand, and build stronger candidate pipelines. Gain practical knowledge to enhance your recruitment strategy, leverage modern technology, and stay ahead of the competition.

Webinar Highlights



- Showcase company culture through social media and authentic Employer Value Propositions (EVPs)
- Use AI tools, ATS, and seamless application portals to streamline and enhance recruitment
- Target passive candidates via LinkedIn, niche platforms, and career fairs
- Improve candidate experience with effective communication, timely feedback, and peer interviews
- Offer competitive packages, growth opportunities, and realistic job previews to retain talent
- Track KPIs and analyze recruitment data to refine strategies and drive improvement

Who Should Attend

CEO, CFO, COO, VP of HR, HR Director, HR Manager, Office Manager, Plant Manager (anyone involved in hiring talent or leading talent)

Visit mrcpa.org/events to register and for full webinar details.

Presenter

Mary Simmons | Asure, VP of HR Compliance

Mary Simmons, VP of HR Compliance for Asure Software, has over 30 years of HR expertise, specializing in attracting and retaining top talent while ensuring compliance with employment laws. She leads a team of 35+ HR Consultants, helping organizations drive growth through engaged, productive workforces. Mary is certified by SHRM, HRCI, and DISC and teaches SHRM certification courses as an adjunct professor at NYIT. A sought-after speaker on HR strategy and compliance, she co-chairs the Long Island HR Group and founded the Women's Innovative Networking group. Mary holds a BS in Human Resources from the University of Delaware.

More information available at mrcpa.org/events or contact Nicole Pierce at nicole.pierce@mrcpa.org.

Feb. 4, 2025

10:00 AM – 11:30 AM

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Virtual via Zoom

Registration is required:
mrcpa.org/events

*Fees and times subject to change. Visit mrcpa.org/events for current details.