

## **JOB ADS: GET THE MOST FOR YOUR \$\$\$**

*Presented as a fast paced, informative one hour Webinar*

***FEE IS \$65.00 PER ATTENDEE***

**Objective:** To educate registrants on how to get the best rate of return on their job ad dollar while simultaneously improving candidate quality.

### **TOPICS COVERED**

- **JOB BOARD COST COMPARISONS VS APPLICANTS PRODUCED**
  - Monster Board ad costs vs. response rate
  - Career Builder costs vs. response rate
  - Craig's List costs vs. response rate
- **THE BEST ADS APPEAL TO THE BEST CANDIATES**
  - Ad writer to appeal to Candidates Behaviorally
- **TARGETING YOUR CANDIDATES**
  - Attracting women and minorities- EEOC-OFCCP requirements
  - Meeting veterans recruiting objectives and requirements
- **COMPARISON OF THE VARIOUS MILITARY JOB BOARDS**
  - Cost vs. rate of return on investment
- **USING AN ONLINE APPLICATION PROCESS TO INCREASE APPLICANT FLOW**
- **USING TESTING AND ASSESSMENTS TO IDENTIFY INTERVIEW BEHAVIORAL FOCUS AREAS**

This session will be led by Milt Cotter, CEO of CRI. Milt has been a nationally recognized leader in the Human Resources arena in the government sector and private industry for over 45 years. For more information about CRI's various webinars, visit: [www.criuniversity.com](http://www.criuniversity.com)

**To register for this informative teleconference series, please call (800) 328-1940 ext 115 or register at [www.criuniversity.com](http://www.criuniversity.com)**

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