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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

The fee is \$ 95.00 per attendee per webinar or register for three webinars for \$285.00 and get the fourth free.

To register for this informative teleconference series, please call Nicole Simon, Webinar Coordinator, at (972) 641-5494 ext 102 or register at www.criuniversity.com

*2100 N. Highway 360 Suite 400-B Grand Prairie, Texas 75050
Phone 972-641-5494 ext 115 Fax 972-641-5647 www.criw.com*

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