contenttriggers

Creating B2B Content that Triggers Attraction, Educates and Motivates Buyers to Take Action.

Deb Monfette, Portfolio Sample

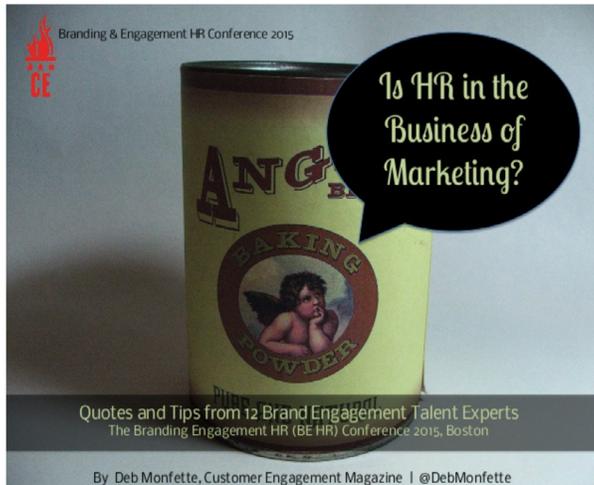**Client**: Customer Engagement Magazine

Project & Objectives: Report on the BE HR Conference, interview the speakers, and gather quotes. Create a visual story in SlideShare using quotes from 12 talent experts on the disruptive topic of branding and engagement in attracting and retaining top talent. Then, repackage the conference notes and the SlideShare into a 3700+ word report to be published.

Title: **Is HR in the Business of Marketing?**

The Slide Deck Overview:

After conversations with more than 100 HR professionals from the U.S. and Europe, two challenges rose to the top. Branding to attract the right talent and employee engagement. As a result, the BE HR Conference was born.

We hope this content gives you a fresh perspective on the future of branding and engaging talent at your companies.
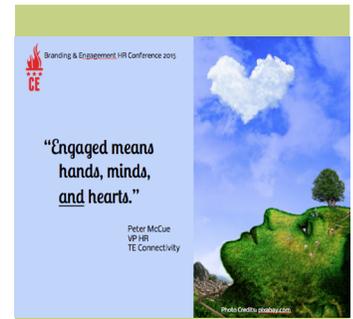

Click on the image to see the SlideShare.

Article Highlight

Dr. Bouvier Williams, Chairman of the BE HR Conference and Director of Talent at DSM North America, shared a study by Deloitte University Press on reinventing and re-imagining the new world of work. According to the Global Human Capital Trends report, the number one most important talent trend, at 78%, was Culture & Engagement. But only 47% of the companies surveyed are somewhat willing or ready to do it.

The theme at the BE HR Conference stressed a major change in mindset and the merging of roles. Brand culture and employee engagement are not just HR topics anymore. They are crucial business issues that can easily be scrutinized, or praised, in the public eye and posted online. At the same time branding is not just left to marketing anymore.

"Engaged means hands, minds, and hearts."

Peter McCue
VP HR
TE Connectivity

"Create an Employee Referral Program with a personal touch.

The secret is how you plan and implement it."

Theresa Nordstrom
VP HR,
Renaissance

"Reinvent. Brand like a marketing department, and go out and find talent!"

Peggy Frazier
VP Global Talent Acquisition, Blackbaud
(formerly Microsoft & Apple)

" I think this type of format is awesome. It's eye catching, succinct, with some punch."

Mark K. Morgenfruh

VP, HR;

Larson Design Group

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