



Presents:

“Search Engine Marketing” for HR Professionals



Tuesday, July 17, 2007
8:00 AM – 10:15 AM

at the Hotel Philadelphia (formerly Best Western
Hotel)

11580 Roosevelt Blvd.

Philadelphia, PA

**“Search Engine
Marketing” for HR
Professionals**

In the Human Resources field, technology is a tool that can be utilized for optimum performance in many areas. In the recruiting field, technology can be used to reach out to and capture applicants.

This presentation will detail actions that non-technical HR professionals can take to leverage the pervasive power of search engines in the recruiting process. Ideas will be presented to optimize search engine returns, locate free resources, and drive audience to recruiting content.

This program is pre-approved for 1.0 recertification credit hour toward PHR & SPHR recertification through HRCI.

About our Speaker:

Chris Taylor Senior Vice President Davis Advertising

Chris Taylor, Senior Vice President at Davis Advertising, has almost thirty years of experience in recruitment advertising. Today, Chris is primarily involved in consulting with clients on the development and implementation of recruitment communications with particular emphasis on web/search engine marketing.

Through the past two years, Chris has dedicated much of his time to the development of a Web 2.0 recruiting application for nursing and allied health professionals

DIRECTIONS

Hotel Philadelphia is conveniently located on US 1; 3 miles south of the PA Turnpike exit 381, or 4 miles West of I-95 Woodhaven Road exit. The hotel's phone number is 215-464-9500.

PROGRAM SCHEDULE

8:00 Breakfast and Networking
8:30 Business Meeting, Introductions
and "Hot Topics"
9:00 Featured Speaker
10:00 Networking

If you need a special accommodation to attend, please call (215) 698-7116

Please register and send your check in advance. You can always substitute a staff member if a conflict occurs.

**ONLINE REGISTRY IS UP &
RUNNING – ANY PROBLEM, JUST
PRINT OUT THE FORM & FAX TO:
215-698-7116**

MARK YOUR CALENDAR

August 2007: No Chapter Meeting

**September 18, 2007: State Legislative
Review**

SEE OUR CHAPTER WEB PAGE AT:

www.SEPASHRM.org

**SEPA SHRM is an HRCI Approved
Provider. This program is pre-approved
for 1.0 recertification credit hour toward
PHR & SPHR recertification through
HRCI. For more information visit
www.hrci.org**

Monthly BREAKFAST MEETING

TUESDAY

8:00 AM – 10:15 AM

July 17, 2007

Complete this registration form and mail it, along with your check to Susan Warner. Reservations must be received by Friday, July 13, 2007.

If you are unable to meet this deadline, please try to call Susan or Larry at (215) 698-7116, by 10 AM, Monday, July 16, 2007, if you plan to attend.

Make your check payable to: SEPA SHRM and mail to:

**Susan Warner, J.D., SPHR
Chapter Administrator
C/o Human Resource Trouble Shooters
9090 Pine Road
Office Suite A
Philadelphia, PA 19115
(215) 698-7116**

SEPA SHRM Chapter Member	\$12.00
Non-Chapter Members	\$17.00
Full-Time SHRM Student Members	Free

Attending _____

Amount enclosed \$ _____

SHRM # _____

Name _____

Title _____

Employer _____

Phone Number _____

Guest Name _____

Employer _____

Phone Number _____

E-Mail _____



South Eastern Pennsylvania SHRM
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