



HR & Marketing – Building, and

Start Date: 8/24/2022 8:00 AM

End Date: 8/24/2022 10:00 AM

HR & Marketing – Building, and Staying on Brand, Creating a Marketing Culture

Wednesday, August 24th

8am-10am

Featured Speaker: Neal Gorman - NRG Communication

In-Person and Virtual options!

In-person location:

Schottland Family YMCA

2300 W Jefferson Rd

Pittsford, NY 14534

Sponsored by: Bond Benefits Consulting

Correlation of HR strategy drivers & social media to drive HR goals.

This program is to provide information and recommendations related to the marketing information and coordination that is within the wheelhouse of HR professionals, and how HR can be a driver of organizational strategies.

Brand Identity – and nuances across units and departments (is the brand clear if you were a stranger standing in the lobby). Who we are, What we stand for, What we do