



FOR IMMEDIATE RELEASE

Smart Practices Webinar: Texting And Mobile Create Hiring Excellence

SmartSearch partners with Meghan M. Biro for a presentation on the benefits of using texting and mobile for recruiting.

OCEANSIDE, CA June 9, 2016 – Advanced Personnel Systems, Inc. (APS), the makers of SmartSearch®, announces the third Smart Practices webinar of 2016 in its event series for recruiters, staffing, and human resources professionals. On Tuesday, July 12, 2016 at 9am PST / Noon EST, featured guest speaker, Meghan M. Biro, CEO and founder, TalentCulture will discuss the timely topic of using texting and mobile technology to enhance and accelerate the recruiting process.

Talent acquisition professionals will learn the benefits of how mobile and texting can build a viable talent pipeline and enhance the job seeker and candidate experience. In addition, webinar attendees will receive techniques and tips on best practices, such as what makes for a compelling communication, when using texting and mobile as part of the recruiting strategy.

“Given everything we know about mobile and texting we can comfortably understand the impact they have on recruiting and business today and more importantly, the impact they’ll have on the future,” states Doug Coull, CEO, APS.

“Competition in the job market is fierce; businesses are clamoring to find the best talent, wherever it may be. Many companies are changing their HR processes to attract and retain workers—not just by tossing around perks like flexible hours or unlimited vacation days, but also through the smart use of mobile technology,” says Ms. Biro.

ADVANCED PERSONNEL SYSTEMS, INC.

4167 Avenida de la Plata, Oceanside CA 92056 | 760.941.2800 | www.smartsearchonline.com

Webinar space is limited, with SmartSearch users given preference. To register visit <https://attendee.gotowebinar.com/register/5876868034889949698>

SmartSearch® partners with subject matter experts to present “smart practices” webinars throughout the year. These informative and timely webcasts are presented as a value-added service for users of SmartSearch, and are open to members of the human resources, recruiting and staffing community.

About SmartSearch®: Since 1986, Advanced Personnel Systems, Inc. leads the way in the development and deployment of quality talent management and recruiting solutions. For over three decades APS, Inc., makers of SmartSearch talent acquisition and staffing management software, has been creating applicant tracking systems to streamline sourcing, recruiting and hiring in one easy-to-use solution. We help our clients to recruit at the speed of life and stay ahead of the curve in the ever-changing recruitment landscape. For more information visit: <http://www.smartsearchonline.com>

About Meghan M. Biro: She is the co-author of *The Character-Based Leader: Instigating a Revolution of Leadership One Person at a Time*, and is a regular contributor at Forbes, Huffington Post and Entrepreneur. Meghan has been voted one of the Top 100 Social Media Power Influencers in 2015 by StatSocial and Forbes, Top 50 Most Valuable Social Media Influencers by General Sentiment, Top 100 on Twitter Business, Leadership, and Tech by Huffington Post, and Top 25 HR Trendsetters by HR Examiner. For more information visit: <http://www.talentculture.com>

#

CONTACT:
Advanced Personnel Systems, Inc.
(760) 941-2800
info@aps2k.com