

Direct Voice A group of services provided by DirectEmployers Association to encourage Member networking, research and advancement.

Direct Voice is a collection of services designed to encourage the sense of community among Members, staff, and partners. The services include Member Surveys, ThinkTank Webinars, Direct E-News, and Annual Meeting & Conference — all of which rely on Member participation.

Member Surveys

Members may submit a custom survey to gather information from industry peers and form recruitment industry benchmarking. Access the survey archive on the Member Desktop. Recent survey topics include:

- Reports & Benchmarking (Figure 1)
- Onboarding
- Social Media
- Sign On Bonus
- CRM Recruitment Tools
- Centralization
- Applicant Tracking Systems

“The Member Surveys have allowed our organization to benchmark key issues in recruitment.”

John Whalin
Sr. Analyst, Employment Compliance
Continental Airlines

ThinkTank Webinars

Members may listen to live webinars presented by DirectEmployers' staff, Members, or partners. ThinkTank webinars provide a platform for the sharing of ideas and best practices on relevant issues. Access the webinar archive on the Member Desktop. Recent webinar topics include:

- Social Media Recruiting: The Game Changer for Direct Employers (Figure 2)
- Most Effective Online Recruiting 2.0 Best Practices
- Premium Placement (.jobs)
- Social Media Recruiting Made Simple
- Four A's of Recruitment Advertising
- Rapid Reemployment Initiative

Figure 1. Survey results — Reports & Benchmarking (12/01/2009)

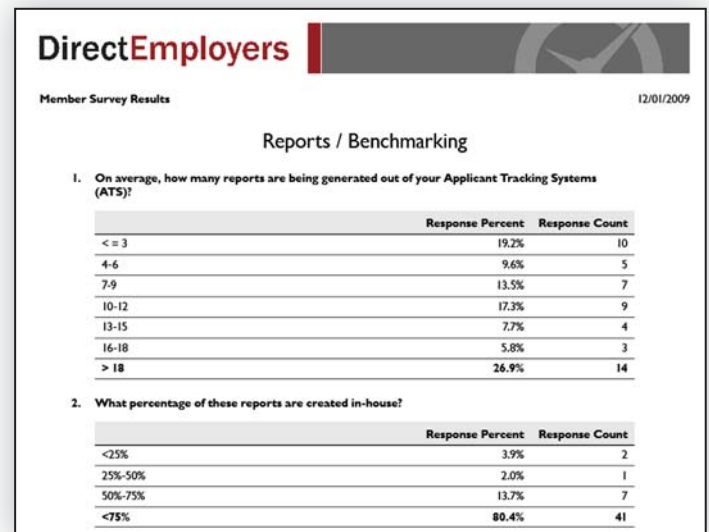


Figure 2. Webinar — .Social Media Recruiting (10/28/2009)



Direct E-News (Figure 3)

DirectEmployers Association Members are automatically enrolled. Member preferences are accessible by employers in the Subscription Center — a link included in each email.

Direct E-news topics include:

- Compliance
- Industry Alerts
- Member Surveys
- Membership Updates
- Social Media
- Technology
- Webinars

Annual Meeting & Conference (Figure 4)

DirectEmployers Association hosts a vendor-free Annual Meeting & Conference to encourage learning, provide networking opportunities, and create a forum for Members to share ideas.

Previous (last two years) and future keynote speakers include:

- Dan Pink, *best-selling author* (2008)
- Cari Dominguez, *12th Chair of U.S. EEOC* (2008)
- Jim Abbott, *former Major League Baseball pitcher* (2009)
- Bill Strickland, *President & CEO, author* (2009)
- Marlee Matlin, *Academy Award Winning Actress & Activist* (2010)
- Soledad O'Brien, *Special Investigations Correspondent and Host of CNN's In America* (2010)

“The Annual Meeting keeps getting better and better every year with great opportunities to network and gain industry knowledge.”

Pam Webster
Assistant VP Recruiting
Enterprise Rent-A-Car

To learn more about Direct Voice, speak to a Membership Development specialist. **Call (866) 268-6206 today!**

Figure 3. Direct E-News email

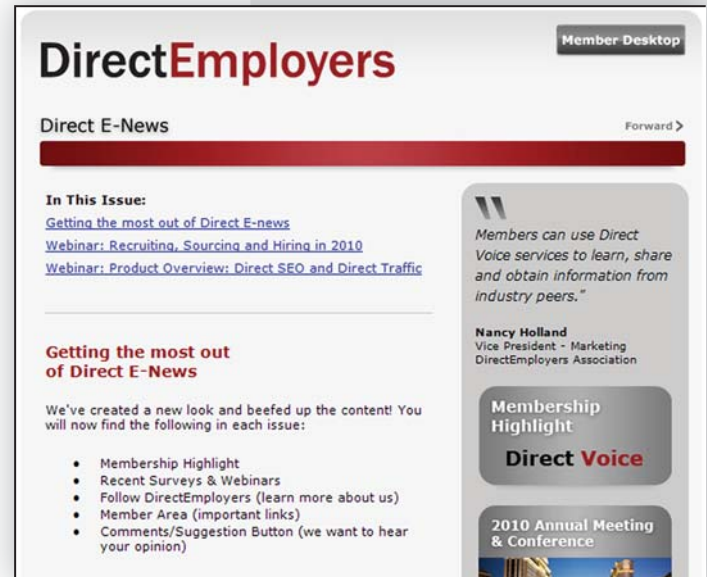


Figure 4. 2010 Annual Meeting & Conference website

