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CTHRA Announces HR Roundtables on Employment Branding Events Scheduled July 18 in Atlanta and NYC

NAPERVILLE, ILL., June 12, 2017— The war for talent is an old and overused human resources (HR) headline, but that doesn't make it any less real. HR and hiring leaders feel the struggle more than ever given the dynamic, converging marketplace. A growing number of industry employers are leveraging employment branding to differentiate their companies, promote their cultures and attract top talent. On July 18, the Cable and Telecommunications Human Resources Association (CTHRA) will host HR Roundtables focused on how to elevate the candidate experience, create fans of an employer brand through social media and events, and leverage a company's culture story to make everyone a recruiter for the organization.

CTHRA's HR Roundtables will be held on July 18 from 8:30 a.m. until 10:00 a.m. in Atlanta at Turner Broadcasting's Hub Building and in New York City at HBO. The roundtables are conveniently scheduled so that attendees can jumpstart the day with networking and knowledge sharing before heading into the office. Each roundtable will feature a continental breakfast sponsored by the hosting company. The roundtables are complimentary for industry HR professionals, but advance registration is required. For details and online registration, visit <http://www.cthra.com/educational-roundtables>.

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ABOUT CTHRA

The Cable and Telecommunications Human Resources Association (CTHRA) is the premier human capital resource for the industry and a growing nonprofit organization with more than 3,000 members spanning 50 companies. CTHRA provides industry-specific benchmarks, information and resources, as well as networking and educational opportunities. Its groundbreaking initiatives include compensation and employee benefits surveys and its [Annual HR Symposium](#). For more information, visit www.cthra.com.

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