

Retensa Chosen to Headline Human Capital Conference for Government

RETENSA
212.545.1280

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Attracting and Retaining Government Talent

New York, NY, January 2002 - Retensa, a leader in Human Capital Research and Management, has been chosen to headline *The Recruiting and Staffing Government Conference: Attracting, Hiring and Retaining Top Government Talent*. This event will take place at the Wyndham City Center in Washington, D.C., from February 25-27, and will feature valuable case studies and crucial industry information from leading government agencies and departments, on the subject of developing, implementing, and measuring successful recruitment and retention strategies.

"The Recruiting & Staffing role for Government Agencies needs to change rapidly to keep up with the current challenges and demands of staffing and retention. Retensa is at the forefront of this new wave of change"

Nicolé B. Hollar
IQPC Conference Director

In an on-going struggle with top corporations for the best candidates, government agencies are facing difficulties in attracting, hiring and retaining key employees. In order to overcome this challenge, government agencies must brand themselves as "Employers of Choice" through the creation and implementation of compelling recruiting, staffing and retention strategies. This conference will focus on these strategic ways to recruit effectively and retain top employees.

Retention is the new Key Success Factor.

Corporate recruiting demand has significantly impacted a government employee's options and their tenure. Public organizations that take action to attract new employees must battle the private sector's wage and benefits tactic that has escalated employee acquisition costs. Companies are spending more to ensure that their work environments are distinctive among the abundance of employers. The continuous need of the public sector to staff efficiently and the hardships of keeping talent in house, reveal a growing concern. Agencies that suffer excessive voluntary turnover are not as likely to meet federally mandated goals as those with employees that have long tenures and are knowledgeable of the intricacies of how the agency impacts the federal government. Retensa will address how the solutions that minimize bottom-line impact, while driving retention into every point of contact with the workforce, which will, in turn, enhance your employees' intention to stay with the agency.

Understanding your People is what Our People Do.

Retensa is the leader and innovator of Employee Retention Strategies. They combine **experience** and web-based **technology** to develop, motivate, and retain a company's **best employees**. Retensa customizes solutions to help organizations achieve significant **cost-savings** and **performance** improvements.

Through the creation of a "*Retention Environment*," Retensa provides additional expertise in **Leadership** Development, Human Capital **ROI**, **HR Metrics**, Employee **Surveys**, Exit Interviews, and **Diversity** Initiatives, with a cutting-edge focus on workforce technology. Retensa can be reached at **212.545.1280** or visit www.retensa.com for more information about the solutions you can receive.

To discover more about Retensa's innovative solutions contact:
Audra Ballard
212.545.1280
audra@retensa.com

