

## Ten Talent Attraction Tools for Toledo Recruiters

As competition among cities and regions is growing and marketing efforts are becoming increasingly sophisticated and aggressive, the Toledo Regional Chamber of Commerce (TRCC) is your partner for talent attraction.

### 1 Toledo Region Website

ToledoRegion.com highlights the Toledo Region and showcases the outstanding quality of life as well as the diverse career possibilities.

### 2 Toledo Region Little Green Book

The Toledo Region's Little Green Book is the perfect piece to give recruits who need a taste of what the Toledo Region has to offer. It shows them why "It Matters Where You Make It."

### 3 Toledo Region Urban Innovators

Talented people want to be with other talented people. To showcase the talent within the Toledo Region, TRCC identified and captured the stories of catalytic talent and projects that are shaping Toledo's future. These profiles can be used as examples of our unique culture and heritage during interviews and recruiting efforts.

### 4 Toledo Region Video (Fall 2016)

In today's digital world, sight and sound amplify our message. We're creating an eye-catching video that tells people "It Matters Where You Make It." This video can be used on your website, during job fairs, via social media, at trade shows and more!

### 5 Toledo Tours

TRCC provides custom tours of the region. Our Toledo Region tour guides take your recruit throughout the greater Toledo area while discussing their needs and pointing out places of interest and attributes of living in the Toledo Region. This is an excellent 3<sup>rd</sup> party perspective that will enhance your recruiting efforts.

### 6 Summer in the City

Summer in the City is a unique experience for summer interns and new employees to network and explore the Toledo Region. Designed to help interns build networks and show them what life would be like if they called Toledo their hometown, the program is targeted at college junior, senior or graduate student interns who are working at a variety of businesses in Toledo for the summer.

### 7 Welcome Home Event

Annually, the Chamber hosts a Welcome Home event for college students who are home for the winter holidays. This is an opportunity for our visiting students to network with new people from their hometown.

### 8 Job Fair Assistance

Our consistent branding and marketing tools provide a single source for recruits looking to learn more about the Toledo Region. Our team can provide a positive presence and authentic messaging at your job fairs.

### 9 Ambassador Program

Who better to sell the region to young professionals than other young professionals who are engaged in the community? Through personal connections and interaction, new professionals can learn more about the region from their peers and create a stronger attachment with Northwest Ohio.

### 10 Relocation Assistance

TRCC partners with the Toledo Region's best Realtors and service providers to make relocating to the region stress free.

**IT MATTERS  
WHERE YOU  
MAKE IT.**

For more information about these programs, please contact

Jeff Schaaf

Brand & Talent Attraction Manager  
Toledo Regional Chamber of Commerce  
[Jeff.Schaaf@toledochamber.com](mailto:Jeff.Schaaf@toledochamber.com)

