

A woman with dark hair pulled back, wearing a dark blue long-sleeved shirt, is smiling and looking towards a laptop. The background is a blurred office environment with a teal wall. The image has a teal overlay.

# Talent Attraction & Marketing

ANNE-MARIE COUGHLIN, VICE PRESIDENT OF TALENT

**WICHITA**  
#RELENTLESSLY ORIGINAL



- In 2016...
  - Identified talent attraction best practices
  - Conducted focus groups
  - Hosted community listening sessions
- In 2017...
  - Formed the Talent Advisory Committee
  - Held 'Welcome to the community' presentations
  - Created initial talent collateral (infographic, bucket list, comparison guide)



*The leader in marketing places*



60+

STAKEHOLDERS PARTICIPATED  
IN AN IMMERSION TOUR

1,000

PERCEPTION SURVEYS  
COMPLETED

10

SETS OF RESEARCH AND  
INFORMATION ANALYZED



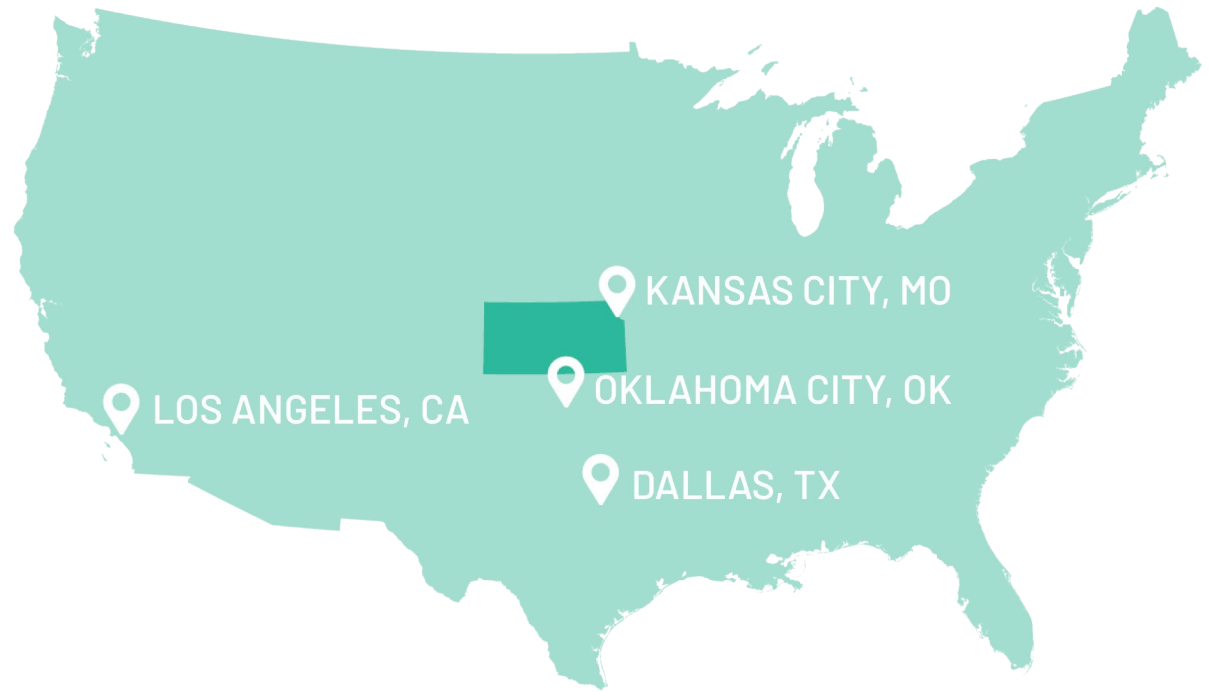
## TARGET INDUSTRIES





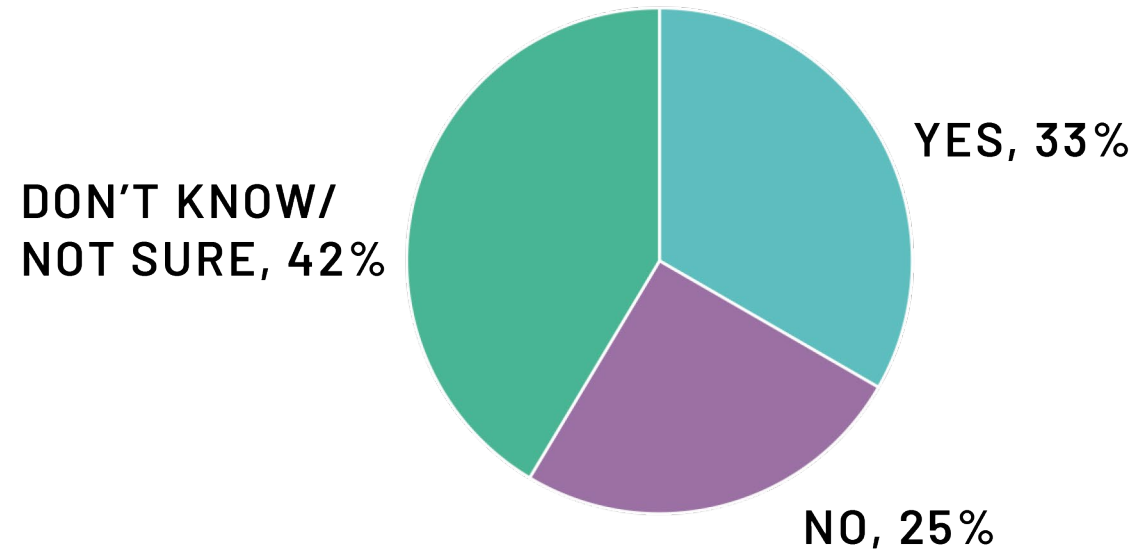
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## TARGET MARKETS





If a job opportunity that matched your skill and salary requirements was offered to you in the greater Wichita region, would you relocate there?





## How Location Impressions are Formed

**76%** FIRST-HAND  
EXPERIENCE

**68%** WORD OF  
MOUTH

**62%** INTERNET  
RESEARCH

**44%** SOCIAL  
MEDIA





## [GOALS]

Help employers in the Wichita region attract and retain talent.

Provide tools for employers to “sell” the Wichita region as a location.

Increase the funnel of people considering a career in the Wichita region.

Promote the region’s careers and location as a great place to work, live and visit.



# One MARKETING BLUEPRINT

90+

KEY STRATEGIES

1

RELENTLESSLY  
ORIGINAL WEBSITE

4

KEY MESSAGES

1

STRATEGIC  
BRAND





*IT'S YOUR TURN*

## [THREE WAYS TO GET INVOLVED]

Share tools with coworkers and prospective talent

Like and follow @choosewichita on Twitter, Instagram, Facebook and LinkedIn

Connect with Anne-Marie Coughlin at [annemarie@greaterwichitapartnership.org](mailto:annemarie@greaterwichitapartnership.org)