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PAN



Create an Employer Brand Strategy to attract and retain the talent you need.

> [Download the Action Plan](#)

Workers are leaving their employers at historically high rates — more than 20 million Americans quit their jobs in the second half of 2021.

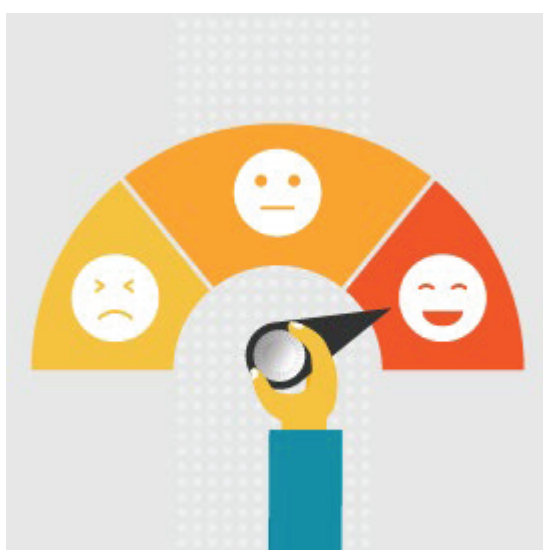
Establishing, refining and solidifying a strong employer brand is a critical part of attracting and retaining top talent. And in the age of the Great Reprioritization, it's more important than ever.

Our complete step-by-step framework addresses the modern challenges and creative solutions associated with building an employer brand.

[Build a Better Brand](#)

Before we tried (again) to predict the future, we looked back at lessons learned in an unusual year for business.

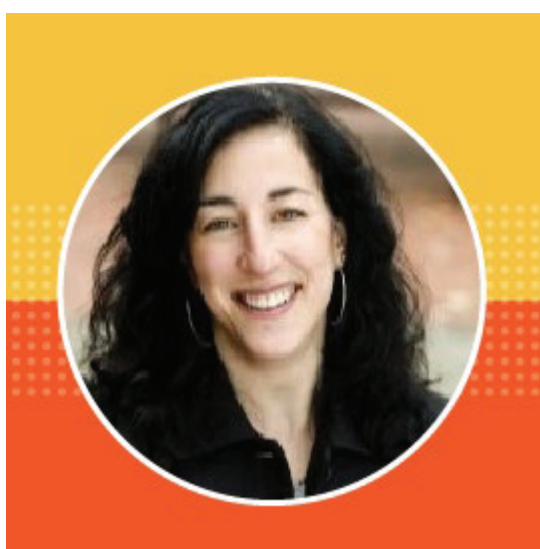
[Read reflections](#) on five predictions we made to start the year and what industry experts have to say about their expectations for a new year in an uncertain age.



Why Employer Branding is a Must Have on the Road to IPO

The IPO process doesn't end when the company goes public. Communication contributes to clear employer branding efforts throughout the process.

[Explore the connection](#)



Reporter Q&A: Fast Company's Staff Editor, Lydia Dishman

In a new PAN Media series, learn more about the ins and outs of journalism and PR. This month, we spoke to an editor who reads 100 pitches a day.

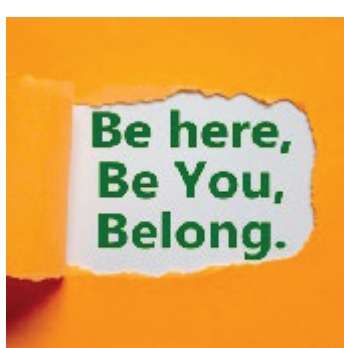
[Read the story here](#)



What Top Talent Wants From Companies in 2022

Attracting and retaining top talent is more difficult than ever before. To stay competitive, businesses have to understand what employees are looking for.

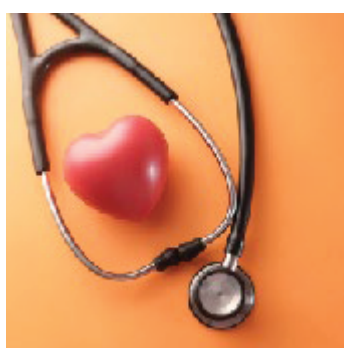
[Learn more](#)



Is the Company You're Interviewing with Actually Inclusive?

Vetting prospective employers is as critical as your qualifications for the role. So how can you be sure you're getting the information you need?

[Learn more](#)



Looking Ahead: Healthcare Marketing Trends 2022

As new challenges become familiar and unexpected pressures arise, healthcare marketers will need to continue finding creative solutions in the new year.

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