

PA CareerLink® Awareness Day

SPECIAL EVENT FOR

EMPLOYERS



THURSDAY SEPTEMBER 18, 2025

Digital Recruitment Masterclass

Presented by Beasley Media Group
Bill Moore, Marketing Strategist
Greg Beran, Director of Digital Sales



10:00 AM- 11:00 AM at PA CareerLink® Media
1:00 PM - 2:00 PM at PA CareerLink® Chester

Recruiting top talent is tougher than ever, and job boards alone won't cut it. In this session, you'll learn how to use AI targeting, multimedia outreach, geofencing, OTT, and social campaigns to reach active and passive candidates, strengthen your brand, and track ROI with clear reporting.

Two Locations to Serve You

PA CareerLink® Media
901 S. Media Line Road
Media PA, 19063
610-723-1220

PA CareerLink® Chester
701 Crosby Street, Suite B
Chester, PA 19013
610-447-3350

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