To:

From:

Date:

Re: Our Talent Acquisition & Marketing Board membership

Dear Stakeholder,

Our organization is a member of the Talent Acquisition & Marketing Board -- the community for people leading employer brand and recruitment marketing at the world’s biggest companies. I and our other high-level leaders participate in the community, and we wanted to highlight the values of our membership.

The membership benefits are unique, and the organization is centralized around the idea that these confidential conversations cannot be had anywhere else. The three core benefits are:

1. **We get information we can't get anywhere else.** Practitioners who’ve actually done it have the answers, and they’re only sharing it in this confidential community. Vendors don’t know, and we can’t ask our team.
2. **We reduce risk.** Whatever we’re planning, someone in the community already knows the pitfalls and shortcuts. Plus, we sleep better knowing we’ll never be caught by surprise.
3. **We benchmark against the best programs.** We always know if our plan is a best practice because we’ll benchmark against companies like ours.

What differentiates the Talent Acquisition & Marketing Board from other organizations is the information we get is more useful and more relevant:

* All the answers come from members.
* Members choose what we talk about it, when we need it.
* We talk about things as they happen.
* We only talk about things that can’t be found anywhere else.
* Everything the community does is a discussion, not a presentation.

If you’d like to explore more about the Talent Acquisition & Marketing Board community or our membership, you can visit board.org/talent. I’d also be happy to sit down and discuss how the community works and why it is vital to the success of our program.