

WORKPLACE 2024

Retaining and Attracting the Best Talent in a Tight Labor Market

Presented by **Gene Marks, CPA**



For the first time in recent memory, there are now more than four generations of employees sharing the workplace, all with different needs, priorities and goals. How are the best companies creating the best workplaces to attract and retain the best talent? What benefits are they adding? How are they addressing regulations? What technology tools are helping their people be the most productive? Where are they finding workers and how are they best managing them?

Join Gene Marks, workplace and business columnist for The Guardian and other media outlets, for this entertaining and fast moving session. From hundreds of interviews with some of the smartest leaders in the country, Gene will share some of the most important workplace practices that they're implementing:

- ✓ The best places to recruit and find new employees;
- ✓ The best technologies for managing the recruitment and selection process;
- ✓ More technologies, platforms and services to help manage and incentivize employees;
- ✓ The hottest benefits and perks employers are offering to attract the best talent;
- ✓ The latest federal and local regulations for ensuring your workplace is compliant;
- ✓ Best practices for having a safe, friendly, diverse and inclusive workplace;
- ✓ ...and much more!

G E N E
MARKS

**AUTHOR. COLUMNIST.
KEYNOTE SPEAKER.
BUSINESS ADVISOR.**



Forbes 
The Guardian

The Washington Post

The Philadelphia Inquirer

The New York Times

Entrepreneur.com

Gene's presentations help business owners and managers of all industries to look ahead, with specific actions for growing and profiting based on the strategies of other business owners in their industry.

See Gene in Action
www.GeneMarks.com



Book Gene for your keynote or breakout session
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GENE MARKS

AUTHOR. COLUMNIST. KEYNOTE SPEAKER. BUSINESS ADVISOR.

A past columnist for both The New York Times and The Washington Post, Gene now writes regularly for The Guardian, The Hill, Forbes, The Philadelphia Inquirer, The Washington Times and The Chicago Daily Herald.

Gene also hosts two very popular podcasts: Thrive and Small Biz Ahead where he interviews politicians, economists, policy makers, celebrities and entrepreneurs that impact business.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is *Want More Cash?: 100+ Ideas And Strategies For Increasing Your Company's Cash Flow This Year*.

Nationally, Gene appears regularly on Fox Business, MSNBC, as well as CBS Eye on the World with John Batchelor and SiriusXM's Wharton Business Channel where he talks about the financial, economic and technology issues that affect business leaders today.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses.

Prior to starting the Marks Group PC, Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies and—most importantly—the actions they can take to continue to grow and profit.



TESTIMONIALS

👍 "I finally got to hear Gene speak! This was at our National meeting in Orlando. **He is AMAZING!** Our builders loved him and just everything he had to say. Unfortunately, I only caught the last 15 mins or so of his speech due to working at the event for the most part. But just from what I heard **I was "wowed" to say the least.** He is truly amazing at what he does." — *Sylvia Gonzalez, Sales & Marketing Administrator, Nucor Building Systems*

👍 "Good morning, **Gene, without a doubt, your presentation was the best closing session I have ever attended.** I know you are doing the kickoff for Symposium and I'm sure I will be saying the same for the kickoff session. Somehow, you managed to make all the tough news entertaining. It was a master class on presenting." — *Linda Dodd, Learning Specialist, North Carolina Association of CPAs*

👍 "In a word.... **WOW! Gene absolutely delivered.** He was spot on for our small business members. He packed a lot into 45 minutes and left everyone with something to take away. People were taking pictures of his slides during his presentation. The conversations about his keynote continued throughout the day. People said they emailed him right after he got off stage. Others mentioned that they were emailing their own accountants to find out if the advice he was giving could help them. They found out that they were entitled to tax relief or grants that would basically offset their price of attending our show. **That is a tremendous value for our members. We could not be happier. He was fantastic.**" — *Mike Adamson, President & CEO The Aircraft Electronics Association*

👍 "Gene, I would say in my 30 years of attending presentations, yours was **THE MOST: Valuable, relevant, properly paced, perfect amount of info;** not too much, but enough, excellent humor, and **perfectly executed presentation I have experienced.**" — *Jill Keim, VP Relationship Manager, First Merchants Bank*