

Jobs2Web to Sponsor Human Capital Institute's 'Web 2.0 for Recruitment' Education and Research Track

Washington, D.C.-February 12, 2009-The [Human Capital Institute \(HCI\)](#), a global professional association and think tank that is advancing the science of strategic talent management, and [Jobs2Web](#), a Web 2.0 recruitment marketing platform provider that is helping employers maximize their interactive recruiting strategies, announced today that Jobs2Web will sponsor HCI's [Web 2.0 for Recruitment](#) online education and research track.

Web 2.0 for Recruitment is among several topics addressed in HCI's Talent Acquisition community of interest, an online community within HCI's comprehensive strategic talent management education, collaboration and resource website, [www.hci.org](#). The organization and its more than 140,000 global members consider the topic critical for organizations working to leverage human capital.

The *Web 2.0 for Recruitment* track examines how Internet resources allow collaboration and sharing for effective talent recruitment, and recommends practical ways to incorporate new Web 2.0 technologies into a recruiting strategy.

"Jobs2Web is proud to partner with HCI on its many offerings, and we are especially excited about creating new content for the *Web 2.0 for Recruitment* track," said Doug Berg, founder and chief innovation officer of Jobs2Web.

Jobs2Web previously sponsored HCI's *Strategic Sourcing and Recruitment* Talent Acquisition education and research track. The firm is also a Gold Underwriter of HCI's Fourth Annual National Human Capital Summit, scheduled for March 2009 in Scottsdale, Ariz.

"Jobs2Web's unique understanding of maximizing Web 2.0 technology for recruitment is an ideal fit for HCI's new special-topic track," said Amy Lewis, Director of HCI's online Talent Acquisition community of interest. "We are eager to help them share their expertise with talent-minded professionals around the world."

Talent leaders may access the *Web 2.0 for Recruitment* track directly at http://www.hci.org/hci/tracks_internet_recruiting_guide. Additional information about HCI's Communities of Interest can be found at [www.hci.org](#).

ABOUT JOBS2WEB

Jobs2Web is a leading provider of interactive recruiting solutions. The company develops and implements the innovative technologies and services that enable employers to leverage their investments in their own career sites to attract, capture and communicate with the exploding base of interactive job seekers. Through Jobs2Web's solutions, employers can improve recruiter effectiveness and provide measurable results, translating into increased quality of hires, reduced time to fill and a ready pipeline of passive candidates. Founded in 2003, Jobs2Web is headquartered in Minneapolis, Minn. Jobs2Web's executive team includes several of the world's foremost sourcing and recruiting experts. More information can be accessed at [www.jobs2web.com](#)

ABOUT THE HUMAN CAPITAL INSTITUTE

The Human Capital Institute (HCI) is a catalyst for innovative new thinking in talent acquisition, development, deployment and new economy leadership. Through research and collaboration, our global network of more than 140,000 members develops and promotes creativity, best and next practices, and actionable solutions in strategic talent management. Executives, practitioners, and thought leaders representing organizations of all sizes, across public, charitable and government sectors, utilize HCI communities, education, events and research to foster talent advantages to ensure organizational change for competitive results. In tandem with these initiatives, HCI's Human Capital Strategist professional certifications and designations set the bar for expertise in talent strategy, acquisition, development and measurement. [www.hci.org](#)

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