

MORE THAN



## BIANCHI PeRpectives SPRING 2019

### The War for Talent: How PR Can Help Auto Suppliers Win It

Ask an HR professional about their greatest need these days and the answer you will get is: software developer.

The auto industry currently has thousands of openings for automotive software developers and engineers. And the situation will continue to grow.

According to research from Boston Consulting Group (BCG) and Detroit Mobility Lab (DML), self-driving and electric cars will help create more than 100,000 new U.S. mobility industry jobs, including up to 30,000 jobs for engineers with degrees in computer-related subjects.

The bad news: that demand could be as much as six times the expected number of graduates in those fields, exacerbating the industry's already significant talent shortage.

#### What's a Supplier to Do?

Facing such intense competition for these skilled employees from automakers - who can afford to pay more - and new mobility start-ups - who can offer an exciting non-traditional culture, established automotive suppliers desperately need to position their companies as employers of choice. But how?

Human resource professionals for these suppliers are finding that working with PR professionals to incorporate recruitment and retention messages into corporate communication programs can be a cost-effective way to market their organization to prospective employees ... especially when recruiting firms currently charge as much as \$10,000 per top recruit.

Click here for the full article: <http://bit.ly/2U4icgM>



### Five Things Auto Suppliers and Mobility Technology Providers Need to Do Now for a Successful CES

You've heard auto industry gurus like John McElroy say "it's the best auto show I have ever attended" and you've decided your company will have a presence at CES 2020 (taking place January 7-10, 2020).

*So what do you need to do now to ensure the world's largest business-to-business trade show is a success for your company?*

Click here for the full article: <http://bit.ly/2JfnAZv>



## Check Out Our Latest "Meet the Media" Profiles

Have you seen the latest "Meet the Media" features on our blog? Twice each month, we profile a key journalist that covers our clientele. Here are some of the latest posts:

- [Mike Brezonick](#), Publisher of COMPRESSORTECH2 and Senior Editor of Diesel Progress & New Power Progress
- [David Louie](#), Reporter at KGO-TV - Silicon Valley Bureau
- [Christie Schweinsberg](#), Senior Editor at WardsAuto.com
- [Dave Leggett](#), Editor at Just-Auto.com
- [Tim Keenan](#), Managing Editor at *Dbusiness*



## BPR News

[Munro & Associates](#), an Auburn Hills-based product design and manufacturing consultancy, has selected Bianchi PR as its public relations agency of record to assist in public relations, media relations and social media activities.



**O'Dwyer's**, a leading public relations industry publication, has ranked Bianchi PR [#49 nationally among top technology PR firms](#), the top Detroit-area-based PR firm specializing in tech and industrial work, [#24 overall in the Midwest](#), the top metro Detroit-based PR agency, and #122 overall in the U.S.

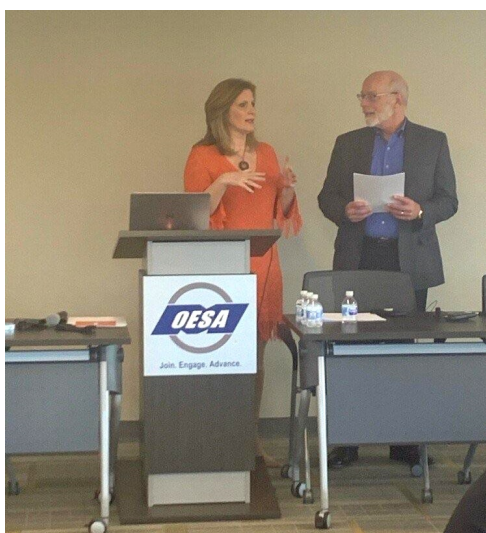
**Jim Bianchi** shares PRGN's top media interview tips for international executives in a recent [GlobalAutoIndustry.com](#) podcast. Check it out [here](#).



## PRGN Partnership: Teaming Up for Auto Crisis Communications

Sandy Lish, principal / founder of The Castle Group, our Boston-based PRGN partner that specializes in crisis communications and event management, joined Jim Bianchi to discuss crisis communications planning for automotive suppliers at the recent meeting of the Automotive Public Relations Council (APRC) of the Original Equipment Suppliers Association in Southfield, Mich.

Titled "**Crisis Communications: It's Not a Matter of 'If But 'When',**" the session gave attendees the confidence and skills needed to respond to and manage communications during a crisis. The interactive presentation increased participants' knowledge of communicating during a crisis, and enhanced understanding of when and how a company should engage.



To obtain a copy of the full presentation or to learn more about crisis communications planning, contact Jim Bianchi at 248-269-1122 or [jbianchi@bianchipr.com](mailto:jbianchi@bianchipr.com).



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