Pre-Conference Session:

**Registered Apprenticeship: An Employer Pipeline Solution and Why You Should be Selling It**

**Description:** As a Business Services Representative, you are multitasking to ensure that you are listening to the employer’s needs and offering resources and solutions to employers that surround cost-effectiveness in hiring, ensuring the employer has a skilled pipeline of talent and that the referred employee brings a sense of loyalty, preparedness, and retention to the job. Walk through the strategy of selling Registered Apprenticeship (RA) to your employer customers. Understand how creating RA programs not only meets your employer’s needs but also meets your WIOA performance needs as well. Listen to experienced workforce board staff explain how they leveraged resources to create successful RA programs. Most importantly, ask your questions related to RA and learn how to create successful RA solutions for your business customers!

**Presenters:** Katie Adams, Chief Delivery Officer, Safal Partners
Melissa Aguilar-Southard, Senior Project Director, Safal Partners
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