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THE CHAMBER FOR REGIONAL PROSPERITY

BBA kicks off three-day Talent Recruitment Project

IMMEDIATE RELEASE

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BIRMINGHAM, Ala. – July 13, 2017 – College students from across Alabama and Georgia will be in Birmingham for three days this week for the Birmingham Business Alliance (BBA) Talent Recruit Project’s Sloss Experience. This talent attraction effort will include networking, career development and opportunities to meet Birmingham employers looking to hire entry-level talent, all focused around two major events in Birmingham this week that are attracting thousands of people – [Sloss Tech](#) and [Sloss Music & Arts Festival](#).

“We’ve found that focusing our talent attraction efforts around major events in town like Sloss Tech and Sloss Fest reap great rewards for companies and students,” said Waymond Jackson, senior vice president of public policy for the BBA. “This top talent gets to experience Birmingham at its best and companies are able to interact one-on-one with potential hires they normally wouldn’t have met at a job or career fair.”

Nearly half of the 15 college juniors and seniors participating in Sloss Experience were also winners at the BBA’s Engineering and Technology Talent Recruitment Project in April at Barber Motorsports Park. Students presented solutions to regional issues to local business leaders. Winners of the challenge were asked to come back to Birmingham for the Sloss Experience.

Sloss Experience will kick off on Thursday, July 13, at the Birmingham Business Alliance, followed by tours and meetings at Regions Financial Corp. headquarters, Southern Research, Innovation Depot, Pack Health and the Avondale community. The students will stay in University of Alabama at Birmingham (UAB) housing.

Friday, the students will meet with representatives of UAB and Alabama Power Co. before heading off to Sloss Tech in downtown Birmingham to hear headliners Casey Neistat and Tiki Barber. Participants are then encouraged to

stay Saturday and Sunday for one of the South's premier music festivals, Sloss Music & Arts Festival.

Students participating in Sloss Experience are from Alabama A&M University, Auburn University, Georgia Institute of Technology, Georgia State University, Samford University, University of Alabama at Birmingham and University of South Alabama.

[The BBA's Talent Recruitment Project](#) hosts several industry-specific events throughout the year to recruit top graduating students from colleges across Alabama to Birmingham. TRP events coincide with existing Birmingham events such as The Magic City Classic and the Honda Indy Grand Prix, and address hiring needs in top Birmingham job sectors such as finance and insurance and engineering and technology.

The Birmingham Business Alliance is the lead economic development organization for the Birmingham region. For more information about the BBA visit its website at www.birminghambusinessalliance.com.