

# WEBINAR: Planning your long-term crewing strategy

Delivered by  
**KNect365**  
Maritime

Many mistakenly believe staffing and recruitment strategies are the same thing. Recruiting is only a single step in the employment journey - seeking and encouraging applications from prospective candidates.

While staffing involves the initial step of recruitment, it is an ongoing process. It involves how you manage and enable staff, keep them satisfied, and retain the right individuals to meet the organisations goals. To attract and retain the best talent, organisations need to design great workforce experiences - for now, and the future.

The shortage of competent seafarers is a global issue - one likely not to improve in the immediate future.

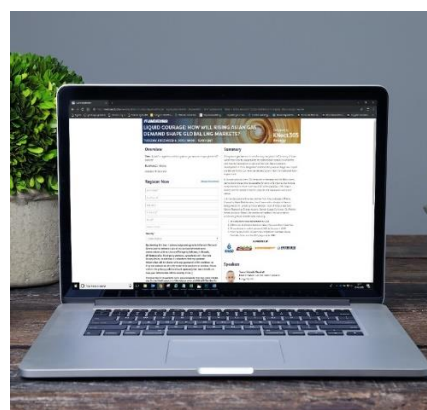
To help organisations devise long-term crewing strategies, KNect365 Maritime intends to host a webinar. The webinar will instruct businesses on how to map their people landscape to their business goals, identify staffing and crewing needs, create staffing projection, and build their organisation as an employer of choice.

## Webinar features

- Live audience Q&A
- 40-60 minutes in duration
- Registration page and pre-webinar promotion featuring your branding
- Viewable live or on-demand

## How you benefit

- Grow your network and build your brand
- Generate verified leads on an agreed topic area
- Share your perspective and position yourself as a thought leader
- Reach a whole new digital audience
- Provide audience specifications – filter by region, job title, company type, etc



Get in touch with Sponsorship Manager **Kirta Vekaria** to find out how you can get involved.  
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