

# NEWS

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## From the Association of Test Publishers (ATP)

*The intelligent voice for testing*

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### ***How Must Employers Change to Recruit and Retain Talent in the Era Following the Great Financial Crisis?***

#### **Assessment Conference in Berlin to Address Such Questions**

Washington D.C./Berlin, Germany -- The European Division of the Association of Test Publishers (E-ATP) will host its fourth annual *Growing Talent in Europe: Gaining Advantage Through Assessment*, 12-14 September 2012 at the Hotel Concorde Berlin.

Presentations focusing on such notable institutions such as the European Union and the United Nations will address the challenges facing employers and recruiters in the new economy. A session titled: *Building and Delivering a Competency Based Process for the European Union: It's big, It's complex and it's political* will detail how the European Personnel Selection Office (EPSO) completely streamlined and overhauled its selection procedures in the space of five years.

In another session titled *ROI and Beyond - Explaining Why Assessment Delivers the Advantage in Acquiring and Developing the Talent that Organisations Want and Need* presenters will outline new ways to measure and assess effective recruitment and on-the-job performance -- as well as the pitfalls to avoid.

The conference will feature opening keynote speaker Marta Lopez, Director, Strategic Planning and Staffing for the United Nations who will share her experience on attracting, acquiring and developing talent at the U.N.

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#### ***About E-ATP and ATP***

The Europe ATP (E-ATP) is a Division of the Association of Test Publishers that brings together European test publishers and related organisations for the purposes of networking, sharing innovative ideas and creating both educational and marketing opportunities related to testing and assessment.

Established in 1992, The Association of Test Publishers (ATP) is an international, non-profit, trade organisations representing providers of tests and assessment tools and/or services related to assessment, selection, screening, certification, licensing, educational or clinical uses.[For more information on ATP or E-ATP contact pampatel@testpublishers.org or call +44.2088168645.]

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