

Convince Your Boss to Attend #SHRMEge20

Hi <Name>

The landscape of work has changed, and we now exist in a digital world. One where virtual is our new reality.

Did our talent strategies adapt or we are suddenly finding ourselves feeling a little analog?

[SHRM Edge 2020](#) – is coming to a computer screen near you July 29-30 to immerse you (digitally) in all things talent. SHRM India's Edge Conference: Virtual Experience is designed to help bring much needed attention to **All Things Talent**.

I am an alumnus to all their conferences, and there is no way that I will miss this one out. This conference is designed for leaders and HR managers across industries and levels. About 4000 Talent professionals are expected to turn up and leave the conference with an edge. Businesses big or small, this summit is for anyone who can't do without talent, which means it's for all of us.

The conference will house **unique session formats**, **knowledge papers** & a plethora of **never-seen-before virtual activities** to engage the attendees & help them create better workplaces for the workforce.

Discover infinite possibilities for how to attract, engage and retain talent at **SHRM Edge 2020**. After attending this event I will be equipped with the best practices and actionable tools to support and measure implementation of a forward-thinking strategy that will elevate our organization's Talent Pool.

Let's highlight the following Questions and Answers:

1. These sessions listed below will aim to strengthen my professional development
2. Here's how this content relates to my role, and how I think it'll impact my performance:

Last, but definitely not the least, their four conclave format is going to focus on every aspect of talent, from acquisition, management to development & wellbeing. This time, FOMO is real.