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PathPoint Consulting to Chair Practitioner Forum on Employment Branding at the Society of Industrial and Organizational Psychology in April, 2003

HOPKINTON, Massachusetts – (November 26, 2002) – PathPoint Consulting, an organizational development and human resources consulting firm, announced that it will chair a practitioner forum on employment branding at the 2003 National Meeting of The Society of Industrial and Organizational Psychology (SIOP) in Orlando, Florida.

In the session, PathPoint will team with Dr. Allan Church from PepsiCo, Dr. Larry Inks from Cardinal Health, Dr. Peter Leddy from Dell Computer, Dr. Anthony Dalessio from IBM, Dr. Kate Suckow from Microsoft, and Dr. Jonathan Canger from TMP Worldwide to discuss their company's employment branding initiatives. Panelists will discuss employment branding approaches, external and internal employment brand research, how the employment brand is linked to the broader business strategy and consumer brand, how employment brand products are designed and delivered, and will share their perspectives and the value added role of I/O psychology in the employment branding process. A complete audiotape transcript of the panel discussion will be available in April 2003 through SIOP (www.siop.org).

"We are delighted to have this submission accepted at SIOP and look forward to working with this outstanding team of industrial/organizational psychologists in this panel discussion," says Van Latham, Practice Leader for PathPoint Consulting. "We hope to provide leading-edge ideas and pragmatic solutions for companies serious about advancing their overall brand platform."

About SIOP

SIOP, a division of the American Psychological Association, consists of 6000 international members dedicated to enhancing human well-being and performance in organizational and work settings. At their national meeting, SIOP provides forums for industrial-organizational (I/O) psychologists to exchange research, insights, and information related to the science, practice, and teaching of I/O psychology. For additional information on SIOP, visit www.siop.org.

About PathPoint Consulting Incorporated

PathPoint Consulting is a human resources firm specializing in the custom design of leadership and organizational development products, interventions, and solutions. PathPoint works with clients to deliver high-affinity people solutions that positively impact business performance. Our strength is in linking business and human resources strategy and in the delivery of quality human resources programs. For additional information, including representative work, client portfolio, customer feedback, and biographical sketches, visit www.pathpointconsulting.com.

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