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Creative Edition

VISUAL MEDIA ALLIANCE

Support for Print, Label, Packaging, and Creative Companies

July 2023

Printing and Packaging Workforce Survey Results



Semper's Q1 2023 survey on the printing and packaging workforce was just released. While concerns about inflation and supply chain issues are down, economic uncertainty still persists. To see how these trends are impacting hiring, view the results.

VIEW SURVEY RESULTS

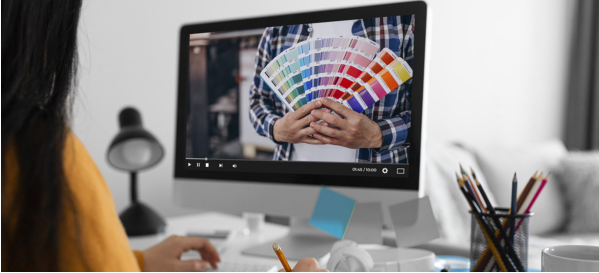
Register for VMA's Annual Golf Tournament



VMA's Annual Golf Tournament is coming soon – September 21. Registration is open now. Join us for golf, good food, and a great time. Members and non-members are welcome, so feel free to bring a guest!

REGISTER NOW

Free Print Industry Courses



NEW print industry employee training with Print University, a free educational portal for VMA members. Access over 60 training courses in print production, print finishing, sales, and more. This benefit allows you to train new hires and upskill your current workforce.

GET DETAILS

HUMAN RESOURCE Q+A

Dear David: Getting Ghosted by Candidates



Getting ghosted by a promising candidate can be a real letdown. While it's impossible to prevent ghosting altogether, there are things you can do. In this edition of Dear David, learn how to reduce the odds of a candidate going dark.

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MARKETING

Creating Belonging in Marketing



Are your marketing messages inclusive? People are more likely to do business with companies that make them feel like they belong. Learn how to engage diverse audiences by creating a sense of belonging and being skillfully inclusive.

READ MORE

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