



March 2020

News from TRICOM

Table of Contents

Creating an Admired Brand

March Webinar
Rescheduled for April 9th
Featuring COVID-19 and
Employee Benefits

Did You Know?
Federal Tax Filing and
Payment Due Date
Postponed

Creating an Admired Brand



We attend a dozen or more conferences throughout the year, and while we find all of them to be interesting and informative, every once in a while a speaker comes along who really strikes a chord with us. Fabian Geyrhalter, author of the book *Bigger Than This: How to turn any venture into an admired brand*, was one such speaker.

Fabian looks at how to create a brand identity that connects on a deeper, emotional level with today's consumers. It allows brands across all industry segments – even those considered commodities – to take their brands to the next level both in the marketplace and in the hearts of their customers.

[CLICK HERE](#) TO READ MORE ABOUT FABIAN'S EIGHT COMMODITY BRAND TRAITS AND THEIR COMMANDMENTS.

This Month's Webinar: Rescheduled for April 9th Featuring COVID-19 and Employee Benefits



Postponed Until Thursday, April 9,
2:00 EDT / 1:00 CDT

[Register now! >>](#)

In response to the rapidly changing landscape due to the COVID-19 pandemic, Essential StaffCARE will present a webinar regarding the latest updates on employee benefits.

Did You Know? Federal Tax Filing and Payment Due Date Postponed

Early in the week of March 16, the IRS announced that payment deadlines for federal taxes would be extended until July 15, 2020. At that time, the deadline to file federal taxes was still April 15, 2020.

Friday, March 20, Treasury Director Steve Mnuchin announced that the federal tax filing deadline was extended to July 15, 2020, as well.

In addition, the IRS has temporarily closed all Taxpayer Assistance Centers and discontinued face-to-face service throughout the country. The IRS will continue to process tax returns, issue refunds and help taxpayers to the greatest extent possible.

They have also set up a special page on IRS.GOV with the latest Coronavirus Tax Relief information. You can find it at: <https://www.irs.gov/coronavirus>



Get the latest industry news, resources and updates right to your newsfeed by liking TRICOM on [Facebook](#) and following us on [Twitter](#)!

Upcoming Webinar:

Essential StaffCARE discusses COVID-19 and the latest impact on employee benefits

Date: Thursday, April 9,
2:00 EDT / 1:00 CDT

Duration: 1 hour
Cost: COMPLIMENTARY

[Register now! >>](#)

Events:

All upcoming industry events are cancelled until further notice.

New On TRICOM.com!

Our February *Industry Insider* webinar, *7 Ways Digital Marketing Can Fix Your Broken Candidate Experience*, is now available online. Think for a moment about why you got into staffing. Whether you fell into staffing by luck or made the conscious decision to pursue a career in the staffing industry, the reason you continue to stay in staffing is arguably the same day-after-day. The candidate. While we strive to put the candidate first, observations from throughout the industry continue to show one alarming truth. The candidate experience is broken. This webinar discusses how we get back to our foundation and put the candidate first. By the end of this session, you will see how digital marketing (of all things!) can fix your broken candidate experience. [Click here](#) to view the presentation.



March Fun Fact:

Happy Birthday, Twitter! Twitter was launched on March 21st, 2006. Twitter founder Jack Dorsey posted the first tweet the same day, which read, "just setting up my twttr." Flash forward 14 years later, and Twitter has over 330 million monthly active users who send 500 million tweets per day.

Photo Source: gettyimages.com

Article sources: thefactsite.com/march-facts/ and omnicoreagency.com/twitter-statistics/