
Visit THRC at Truck World for new HR insights, resources

New offerings include labour market insights, tools to attract, recruit and retain women, driver training tools

OTTAWA, ON (April 10, 2024) – Trucking HR Canada is planning their biggest booth ever at this year's Truck World event with exciting new resources and evidence-based HR insights. Visit THRC at Truck World, April 18-20 in Toronto: Hall 2, Booth #2384.

The THRC team will be on hand with everything the industry needs to meet HR challenges, including new labour market data and forecasts, financial incentive programs to support recruitment and training efforts, recognition through the Top Fleet Employer program, and new research-backed insights and resources to attract, recruit and retain women.

"Truck World is a great opportunity to connect with industry and talk about how we can help meet pressing HR challenges," says Angela Splinter, CEO Trucking HR Canada. "Employers and HR teams will be pleased to see the broad range of valuable new resources we have launched this year — many of them free to the industry."

Top of mind for THRC is the way the trucking and logistics sector is competing for employees with other sectors, attracting a more diverse workforce is vital to keep the industry and Canada's economy on the move.

Two new insight reports and a suite of downloadable tools to help fleets develop and assess drivers are part of this year's THRC unveilings at Truck World:

- **NEW! Women at Work: Women in Trucking & Logistics** - Women are a huge untapped talent pool that the industry must get better at reaching to ensure labour sustainability into the future. These new insights show that women's employment goals align with roles the industry has to offer. THRC has developed a new resource suite for employers serious about improving their recruitment and retention efforts. Watch for more details about these new resources and an upcoming webinar.



- **NEW! Driving Progress: The New Road Ahead** is THRC's labour market outlook for 2024-2030. The outlook contains the most current data available, and was developed exclusively by THRC industry experts. This is a not-to-be-missed report that is critical to understanding current and future labour demands. Ask about our upcoming webinar on this topic.
- **NEW! Driver Training Resources:** We will be unveiling a suite of free, downloadable, tools for developing and assessing drivers, to support driver trainers, and to kick-start and upskill training systems. Ask about our upcoming webinar on this topic.

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Trucking HR Canada is a national, non-profit organization, advancing modern HR solutions for the trucking and logistics workforce. We collaborate, partner, and work with a dynamic network including industry associations, government departments and industry professionals to ensure Canada's freight transportation network has the skilled workforce needed for today and into the future.

For further information, contact:

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