The war for talent is intensifying, and human resource professionals face the twin challenges of talent shortage and retention. Gone are the days when you simply placed an ad in your local paper and were bombarded by quality applicants grateful for any opportunity. Today, the quality candidate is more likely to interview you, as they decide who they want to work for.

Strong employer branding helps not only in attracting the best talent, but it also gives employees a stronger sense of pride and ownership - which ultimately inspires them to give their best performance and live the values and brand promise of your company.

Two seasoned employer branding professionals will guide you step-by-step through what it takes to build a powerful employer brand, providing you with all the templates, case studies and knowledge they have gained in two decades of employer brand consulting for legendary companies like Deloitte, Starbucks, Porsche, Yum! Brands, Novartis, Philips and Unilever.

This masterclass will be conducted in highly interactive small class gathering senior human resource professionals who are looking into or practicing employer brand management in Asia. Through compact learning and in-depth discussion, the one day master class will give employer brand practitioners the opportunity to turn theory into practice in developing and implementing an effective employer brand strategy.

**Learning Objectives**

- **BUILD** a business case for employer branding in order to get internal buy-in and budget from key stakeholders
- **CONDUCT** an employer branding audit using proven frameworks, methodologies and strategies
- **MASTER** the tools that can help you define the attributes that make up your employee value proposition
- **ALIGN** the candidate and employee experience with your brand positioning and values
- **ACTIVATE** your employer value proposition (EVP) across the employee lifecycle
- **DEVELOP** employer brand metrics dashboard for your company

**Must Attend for:**

VPs/Directors/Heads/Managers of: Employer Branding, Recruitment, Talent Acquisition, Talent Attraction, Human Resources, Communications, Marketing, Graduate Recruitment

**Masterclass Leaders:**

- **Lezann Chong**
  Director, Asia Pacific Accounts
  MAXIMUM

- **Emile Mac Gillavry**
  Managing Director and Partner
  MAXIMUM

**Media Partner:**

**Contact Me to Register:** Nur Fadilla Misran | Tel: (65) 6423 4631 | Email: info@hrmasia.com.sg
SUCCESSFUL EMPLOYER BRANDING
MASTERCLASS
Attract and retain the best talent through successful employer branding

PROGRAM OUTLINE

Module 1
Fundamentals of Employer Branding
• The history, fundamentals and core strategic concepts of employer branding
• An overview of the evolution of employer brand management over the past two decades
• The key reasons why employer branding is on the leadership radar now more than ever
• How to build a business case for employer branding in order to get internal buy-in and budget from key stakeholders.
• How to develop a brief to engage an external agency and what should you include?
• Which internal and external stakeholder should you include in your employer brand team.
• How much time and money do you need to build a proper employer branding campaign?

Module 2
Building an authentic, credible, aspirational and differentiating Employee Value Proposition (EVP).
• Conduct an employer branding audit using proven frameworks, methodologies and strategies.
• How to conduct internal and external research to assist in the development of an employee value proposition and employer brand strategy.
• Master the tools (i.e. attribute mapping, images association and archetype discovery) that can help you define the attributes that make up your employee value proposition (EVP).
• Competitor analysis technics and using those insights to develop a differentiating employer brand to beat the competition.

Module 3
How to activate your employer brand?
• Activation of your employer value proposition (EVP) across the employee lifecycle.
• What are the critical candidate touch points that matter to your company?
• How to activate your newly developed proposition internally and externally.
• Aligning the candidate and employee experience with your brand positioning and values
• How to use channels such as job boards, search engines and social media to activate your employer brand and attract talent.
• How to build an employer brand from the inside out and turn your employees in ambassadors.

Module 4
Employer Brand Analytics & Reporting
• Learn about key employer brand metrics and reporting techniques.
• Why you should focus on the outcome and not the output (i.e. career website, career video).
• Defining the scope of your metrics and aligning them to organizational objectives
• Developing an employer brand metrics dashboard for your company

Module 5
Employer Branding Best Practices
• Future trends in employer branding and how companies will manage their employer brand in the coming years to reflect these trends.
• Contemporary practices in developing a signature brand experience.
• Technological trends impacting on employer brands
• How to develop an employer branding campaign on a shoestring.
• What are the best practices we've seen in the past two decades?
• Employer branding pitfalls and how to avoid them.

OUR MASTERCLASS TRAINERS:

Lezann Chong
Director, Asia Pacific Accounts
MAXIMUM

Singapore born, raised and based, Lezann has spent almost two decades strategizing and overseeing the development of employer marketing and talent sourcing and planning for MNCs in APAC. Key clients from her previous role as Strategic Account Director with TMP Worldwide in Singapore include Bank of America, Barclays Capital, Accenture, Hewlett Packard, Apple and Abbott Laboratories.

Emile Mac Gillavry
Managing Director and Partner
MAXIMUM

Where is Emile from? Good question. Emile’s an exotic blend of Scottish, Dutch, Thai and Indonesian. And he’s married to a French. Guess that makes him a truly global citizen. Emile is a prolific speaker and article contributor in the employer branding and recruitment advertising industry; using the knowledge he gained by working for more than a decade for Maximum. Emile has worked with brands such as Starbucks, Unilever, Deloitte, Yum! Brands, AkzoNobel, Novartis, Baidu, Mondelez, Burger King, T-Mobile and Porsche.
SUCCESSFUL EMPLOYER BRANDING MASTERCLASS
Attract and retain the best talent through successful employer branding

30th September – 1st October 2015 | Singapore
Registration includes: Presentations, luncheons, networking sessions, refreshments and delegate pack

Sign Up

DELEGATE RATES 2015

<table>
<thead>
<tr>
<th>Early Bird Fee</th>
<th>10% discount for group booking of 3 delegates and above</th>
<th>Conference Fee</th>
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<tbody>
<tr>
<td></td>
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<td>S$1,395 + GST</td>
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<tr>
<td>Regular Fee</td>
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60% CASH BACK on all HRM Congresses
The Productivity Innovation Credit (PIC) Scheme offers Singapore registered companies 60% cash back on all HRM Congresses. Or a 400% tax deduction instead, the choice is yours.

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Delegate 3

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Delegate 4

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Position: 
Email: 
Phone: 

Methods of Payments

☐ UPON INVOICE

☐ CREDIT CARD: I authorize HRM Asia to debit my:
   ☐ VISA   ☐ MASTER CARD   ☐ AMEX

Total amount payable:

Credit Card Number: 
Expiry Date: 
Name On Card: 

Billing Details

Company: 
Company Size: 
1-199 Employees  ☐ 200-499 Employees  ☐ 499 & Above Employees

Main Contact: 
Billing Address: 
Phone: 
Email: 

Contact: Nur Fadilla Misran

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Telephone: (65) 6423 4631
Fax: (65) 6423 4632
Website: www.hrmcongress.com

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