

Employer Brand Global Masterclass™

with Brett Minchington MBA,
International Employer Brand
strategist & author of
best seller 'Your Employer
Brand attract-engage-retain'.
2008/2009 tour includes London
(sold out), Australia (4 cities -sold
out), Italy (2 cities), NZ (2 cities -
sold out) Manila, USA, KL, Paris,
Switzerland, India, Singapore, Dubai
& Sth Africa



Branding your organisation to attract-engage-retain talent

DUBAI

1 Event ONLY
with

Brett Minchington MBA

Renowned International Employer Brand
Expert & Founding Partner, Employer
Brand Institute

An exclusive masterclass packed
with employer branding concepts,
tools, tips and case studies.

Discover the latest in
world's best practice
Employer Brand Management

Tailor your total
employment experience
to attract, engage and
retain talent

Discover the latest global
employment trends & how they
impact on employers in UAE

Learn how to audit,
design, integrate and
evaluate your employer
brand program for
competitive advantage

Decrease your
recruitment lead times
and increase quality of
hires through best practice
candidate sourcing
techniques

Develop a dashboard of
metrics to measure the
ROI of your employer
brand program

Designed
specifically for:
CEO's, GM's, VP's
Human Resource,
Talent, Recruitment,
Marketing & Communication
Professionals

DATE
Tuesday 18 November 2008
9.00am-5.00pm

VENUE
Marco Polo Hotel
Al Muteena Street
UAE

BONUS FREE Employer
Brand
CD-ROM Resource pack for
delegates includes:

- NEW - Career Website Global
Best Practice publication
RRP US\$199
- NEW - Online resource guide
to discovering & leveraging
your Employer Brand -
International Edition RRP US\$249
- Employer Brand Institute Global
Research Study report

PLUS
Register before 16/10/2008 and
receive a complimentary copy of
Brett's global best selling book
Your Employer Brand
attract-engage-retain

Special Guest LIVE Case Study
Presentations from
Cedric MacKellar, Executive
Director Human Resources for
Nahkeel PJSC &
Peter Schmitt, Managing
Director for graylink Europe,
Middle East & Asia Pacific

Register online at www.collectivelearningaustralia.com

Supported by



Registration Form and Tax Invoice

Upon completion, this registration form becomes a Tax Invoice. Please retain a copy for your records

Registration Fee

includes lunch and refreshments

	EARLYBIRD Register & pay before 16 Oct 2008	Register & pay after 16 Oct 2008
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<input type="checkbox"/> Standard rate	US\$1195	US\$1295
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<input type="checkbox"/> Group registrations (3+)	US\$995	US\$1095
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fax, scan/email or mail bookings only for group bookings

Persons Attending (if not enough space for all attendees please attach an extra photocopied sheet)

Name (Mr/Mrs/Ms)

Position

Company

Postal Address

Email

Phone

Other Attendees

Name (Mr/Mrs/Ms)

Position

Email

Phone

Name (Mr/Mrs/Ms)

Position

Email

Phone

Calculate total registration fee

Number of tickets X US\$1195 - before 16/10/2008
 Number of tickets X US\$1295 - after 16/10/2008
 = Total cost US\$.....

Payment options

***Credit card (online bookings converted to AUD\$)**

Please charge US\$ to my Credit Card

Visa Mastercard Bankcard
 AMEX Diners

Card No.

Cardholders Name

Expiry Date

Signature

Electronic Funds Transfer

Collective Learning Australia
 Commonwealth Bank,
 Torrensville Branch, SA, 5031, Australia
Account number 06 5124 1022 8605

Swift Code CTBA AU 25

Cheque post to: Collective Learning Australia
 c/o Sharaf Hughes
 PO Box 62425 Crowne Plaza
 Sheikh Zayed Road,
 Dubai UAE

Fax +61 8 8443 4149

Cancellation policy

Should you be unable to attend, a substitute delegate is always welcome to attend at no extra charge.

Alternatively a refund less 50% will be made for cancellations received in writing (letter, email or fax) up to 30 days prior to the event. Regrettably, no refunds can be made less than 30 days prior to the event. However course materials will still be sent to you.


*exchange rate subject to fluctuation


*speakers subject to change due to unforeseen circumstances


5 easy ways to Register and Pay

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 **Email** events@collectivelearningaustralia.com

 **Fax** Please complete form and fax to
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 **Mail** c/o Sharaf Hughes PO Box 62425 Crowne Plaza
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