

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,
Zurich, India (3 cities), Singapore, Dubai,
Johannesburg, Århus ,Copenhagen



Guest Speaker



Birgitte Seldorf
Summit
Consulting



Branding your organisation to attract-engage-retain talent

Århus Copenhagen

with

Brett Minchington MBA

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

**An exclusive masterclass packed with
employer branding concepts, tools,
tips, case studies and take-away
resources**

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 Denmark

Learn how to audit,
design, integrate and
evaluate your employer
brand program for
competitive advantage in a
constantly changing world

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

Web 2.0-Discover how to leverage
social networking portals to build
and nurture your talent pools &
pipelines

**Designed specifically
for:** CEO's, MD's, GM's, HR
Directors, Senior Managers of
Human Resources, Recruitment
Staffing, Talent Management,
Hiring, Sourcing, Graduate
Recruiting, Marketing Directors,
Branding, Communications

DATE & VENUE

Århus

Monday 27 April 2009

Atletion

Stadion Allé 70

DK-8000 Århus C

9.00am-5.00pm

Copenhagen

Tuesday 28 April 2009

Berlingske Media

Pilestræde 34

DK-1147 København K

9.00am-5.00pm

BONUS FREE

**Employer Brand
Resource Rack CD-ROM for
delegates includes:**

- **NEW** - Career website global
best practice publication
RRP 934DKK
- **NEW** - Employer brand strategy
resource toolkit - International
edition RRP 1120DKK
- **Employer Brand Institute Global
Research report RRP 1120DKK**

PLUS

First 10 people to register receive a
signed copy of Brett's
International best selling book
'Your Employer Brand attract-
engage-retain' & Birgitte's book
'Employer Branding'

Special Guest Presentations from

Birgitte Seldorf, Summit Consulting
& Laust Andrés, Berlingske

Register online at www.collectivelearningaustralia.com

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Registration Form and Tax Invoice

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

Masterclass attending (please tick correct box)

- Århus 27 April 2009
 Copenhagen 28 April 2009

	EARLYBIRD Register & pay before 20 Feb 2009	Register & pay after 20 Feb 2009
<input type="checkbox"/> Standard rate	4990 DKK	5490 DKK
<input type="checkbox"/> Group registrations (3+)	4590 DKK	4590 DKK

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)
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 Company
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 Email
 Phone

Other Attendees

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 Position
 Email
 Phone

Name (Mr/Mrs/Ms)
 Position
 Email
 Phone

5 easy ways to Register and Pay

-  **Secure Online** www.collectivelearningaustralia.com
-  **Email** events@collectivelearningaustralia.com
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Number of tickets X **5490 DKK** - after 20/2/2008

= Total costDKK

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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.

*online AUD exchange rate subject to market fluctuations

*speakers subject to change due to unforeseen circumstances

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