

Employer Brand Global Masterclass™

Branding your organisation to attract-engage-retain talent

Following events in 30 cities in 20 countries we invite you to join us in

Singapore

to spend a day with
Brett Minchington MBA

Acclaimed International Employer Brand Expert & Founder, Employer Brand International & www.employerbrandingonline.com

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

Interactive, engaging, Q&A, breakouts

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

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

Learn how to develop and implement an employer brand strategy for competitive advantage

Discover the role of leadership in employer branding

Learn how to optimise and leverage your corporate, consumer and employer brands to attract and retain talent

Discover how to leverage social media communities and the wisdom of crowds to build an engaged talent community

Designed specifically for:
Heads and Senior Managers of Human Resources, Talent Management, Recruitment Staffing, Hiring, Sourcing, Graduate Recruiting, Marketing, Branding & Communications

DATE & VENUE
Singapore - venue TBA

Thursday 20 May 2010

9.00am-5.00pm

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

- NEW - Employer Brand Manager's Handbook - International Edition RRP \$510
- Employer Brand International Global Research report RRP \$510
- NEW - Career website global best practice publication RRP \$5380

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

Special Guest Presentation from

Andy Nai
Creative Director
TMP Worldwide (Singapore)

Register your team today!

Register online at www.collectivelearningaustralia.com

Event partners





Brett Minchington's global footprint has included delivering employer branding events in over 30 cities in 20 countries

with senior leaders from a majority of Global 500 companies. Brett is the world's most published writer in employer branding and his work has been published in major newspapers, HR, Management and Marketing publications around the world. He has consulted to firms on global and national employer brand projects including Siemens, PwC, Hewitt, Origin, World Vision and Australian Wine Research Institute. Brett's book "Your Employer Brand attract-engage-retain" published in 2006 is an International best seller sold in over 42 countries.

In 2007 Brett commenced the Employer Branding Global Tour™ and has delivered workshops/masterclass and keynote addresses to thousands of senior managers in countries including UK, Australia, Italy, USA, UAE, France, UAE, Switzerland, India, Malaysia, Denmark, Germany and South Africa. Brett is the Chair of the Australian, Italian, South African and New Zealand Employer Branding Summits.



[Click here to view the tour video](#)

Global Thought Leader in Employer Branding

Brett's opinion is sought globally by the media and HR, Marketing and Management publications. His articles have featured in publications throughout the world including *'The Economist'* and *'Business Week.'*

Brett lectures in Employer Branding in the MBA program at University of Adelaide.



ABN 60 350 690 070

Registration Form and Tax Invoice

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

Registration Fee

Singapore 20 May 2010

	EARLYBIRD	
	Register & pay	Register & pay
	before 16 April 2010	after 16 April 2010

Standard rate S\$795 S\$895

Table of 5 (discounted) S\$2990

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 **S\$795** - before 16/4/2010
 Number of tickets X **S\$895** - after 16/4/2010
 Number of tickets (table of 5)..... X **S\$2990**

= Total cost S\$.....

Payment options

Credit card (online bookings are charged in AUD\$)

Please charge \$ 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
 PO Box 614, Torrensville SA, 5031, Australia

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

- Secure Online** www.collectivelearningaustralia.com
- Email** events@collectivelearningaustralia.com
- Fax** Please complete form and fax to
 Collective Learning Australia +61 8 8443 4149

- Mail** Please complete form and send with payment to
 Customer Service Manager
 PO Box 614 Torrensville SA 5031 Australia
- Telephone** +61 8 8443 4115

Register online at www.collectivelearningaustralia.com