

2011 AUSTRALIAN

EMPLOYER BRANDING & ENGAGEMENT SUMMIT™

Global BRANDS | Global EXPERTS
Global BEST PRACTICE | Local APPLICATION

Connecting employees to customers to profit



Brett Minchington,
Chairman/CEO
Employer Brand
International



Heather Polivka,
Director of Employer
Branding,
UnitedHealth Group



Victoria Redman,
Employer Branding
Manager,
Deloitte Australia



James Wiggins,
National Head of
Strategy, Blaze
Advertising



Warwick Bowd,
National Director -
People & Performance,
Colliers International



Donald McNeill,
Head of Employee
Communication,
Pinpoint HRM



Karen Nelson-Field,
Postdoctoral Research Fellow,
Ehrenberg-Bass Institute for
Marketing Science, UNISA



Zrinka Lovrencic
Managing Director,
Great Place to Work
Australia

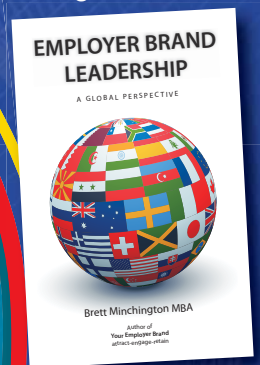
JOIN US IN AUSTRALIA IN APRIL 2011

part of the
2011 Employer Brand International
Global Tour Series

- * Learn the latest global employer branding & engagement developments, research & trends
- * Learn a practical approach to develop your employer brand strategy from early concept to competitive advantage
- * The impact of employer branding on employee & customer engagement & corporate performance
- * Implementing an employer branding across multiple regions
- * Managing your employer brand in an unstable global economic climate
- * Discover the critical role of leadership in employer branding
- * Optimizing your internal and external capabilities to build a leading employer brand
- * Aligning people strategies, employee behaviors, and the brand
- * How to leverage social media to effectively communicate with your internal & external target audience
- * Define and engage key stakeholders in your strategy
- * Defining key ROI metrics for your employer brand strategy
- * Discover the key linkages between your corporate, consumer and employer brand and how to maximise shareholder value.

The Summit
NOW
conducted in
6 countries!
BONUS material
for all delegates
Copies of
presentations &
FREE copy of
Employer Brand
Managers'
Handbook 2011
International
Edition
Value \$399

FREE copy for first
10 registrations



Dates and Venues 9am-5pm

Melbourne,
Tuesday 5 April 2011
Crowne Plaza Melbourne

Sydney
Thursday 7 April 2011
Grace Hotel Sydney

Register online at www.collectivelearningaustralia.com



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

- Melbourne 5 April 2010
- Sydney 7 April 2010

	EARLYBIRD	
	Register & pay	Register & pay
	before 11 March 2011	after 12 March 2011

- Standard rate **\$895** **\$995**
- Group of 4 (register 3 & receive 1 FREE) **\$2985**

fax, scan/email or mail bookings only for group bookings
 registration includes refreshment breaks, lunch and take-away resources

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 **\$895** - before 11/3/2011

Number of tickets X **\$995** - after 12/3/2011

Number of tickets (group of 4)..... X **\$2985**

Payment options = Total cost \$.....

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 2S

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.

*online AUD exchange rate subject to daily market fluctuations
 *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