



SA Chapter ATA Key Note Speaker



'Are you attracting and retaining top graduates?'

Brett Minchington MBA

Brett Minchington MBA, the author of "University means Business*" and "Your Employer Brand attract-engage-retain" talks about how organisations are stepping up their efforts to attract and retain graduate talent to address skill shortages and the impact of an aging workforce.

Brett is the Managing Director of Collective Learning Australia and co-founding partner of the Employer Brand Institute. Widely recognised as an International Employer Brand expert Brett has delivered keynote addresses and presentations in 8 countries including Australia, UK, Italy, Kuala Lumpur, Manila, Dubai, Singapore and India. Brett is the winner of the prestigious 2008 Asia Pacific HR Leadership award for his contribution to Human Resource Management. His work has been published in leading HR and Management magazines in over 6 countries and his book Your Employer Brand has sold in over 20 countries.

Brett's presentation will show you the latest in on-campus and online sourcing strategies being used by top global firms. You will also gain an insight into the needs and motivators of the next generation of leaders and learn from case studies of how Universities and Organisations are collaborating to maximise employment outcomes for graduates to drive competitive advantage for organisations.

Brett is also an adjunct teacher at the University of South Australia in Marketing



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**publish date – early 2008*

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