

EMPLOYER BRAND LEADERSHIP

A Global Perspective

Masterclass



International Masterclass

EMPLOYER BRAND LEADERSHIP

Attracting & Retaining Talent in the NEW ECONOMY

with Brett Minchington MBA

An interactive, fast paced masterclass packed with global best practice on Employer Branding, Leadership, Social Media

"The masterclass is a great opportunity to get the latest updates in employer branding with relevant key points. Highly recommended!" *Michael Holm (IBM)*

Dubai

Hult International Business School

19 March 2012

9.30am-5.00pm

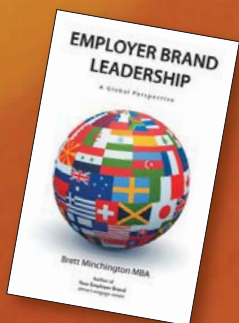
Sharing best practice in 45+ cities since 2007



8 Reasons to register Now

- 1) Tap into Brett's experience and knowledge gained from two global tours to 24 countries, his global networks, two books and numerous published articles
- 2) Leverage employer branding & social media best practice to attract & retain the right talent
- 3) Raise employee engagement and convert it into customer satisfaction and profits
- 4) Learn how to build & engage a talent community
- 5) Avoid the costly cycle of turnover by developing existing talent
- 6) Learn Hi & Lo-touch methods to attract & keep talent who make all the difference to your bottom-line
- 7) Become a company others will talk about and look to for best practice
- 8) Become an influential leader who brings out the best in your people

Delivered by the world's most published author in Employer Branding. View the titles & FREE resources at www.brettminchington.com






Register online at www.collectivelearningaustralia.com

Practical – Relevant – Engaging – Networking



Connect with Brett

-  www.twitter.com/brettmich
-  www.facebook.com/brett.minchington
-  www.linkedin.com/in/minchington

Join us when Brett Minchington returns to Dubai as part of his Employer Branding Global Tour which has been to more than 40 cities in 24 countries since 2007. Spend a day with Brett who will share best practice insights on employer branding and social from around the world and learn how to apply this to your company here in Europe.

Brett Minchington, Chairman/CEO of Employer Brand International is a global authority in employer branding.

Brett's global footprint has included delivering employer branding summits, masterclasses and keynoting at conference events in more than 40 cities in 24 countries with thousands of senior leaders from a majority of Global 500 companies. He is the world's most published author in employer branding and his work has been published in newspapers, HR, Management and Marketing publications around the world including 'The Economist' and 'Business Week.'

Brett has consulted to firms on global and national employer brand projects including Siemens, World Vision, PwC and Aon Hewitt. He has seen first hand hundreds of thousands of dollars being wasted on programs which deliver very little value to the bottom-line. His approach brings a much needed independent insight into what is best practice and what is best waste!

Brett's book "Your Employer Brand attract-engage-retain" has now been sold in more than 42 countries and his new book "Employer Brand Leadership - A Global Perspective" is the most comprehensive book on employer branding ever published and defines a practical approach to building a world class employer brand from concept to design, to organisation wide integration, to measuring your return on investment. It features 9 previously unseen world's best practice employer branding global case studies from companies including IBM, Deloitte, UnitedHeath Group, Sodexo and Vestas Wind Systems.

You will leave this masterclass with numerous strategies, tips, templates and case studies which will be able to implement on your return to work and share with your team.

Masterclass Outline

TRACK 1 - THE BUSINESS CASE FOR EMPLOYER BRANDING

- Highlights of Employer Brand International's **latest Employer Branding Global Research Study** and what this means for companies in UAE
- Regional variances in employer branding practice and implications for multi-national companies
- How the changes in the political, economic, social and technological environments will impact on your short and long term employer brand strategy
- A critical issue - the key reasons why employer branding is on the leadership radar now more than ever

TRACK 2 - BEST PRACTICES IN EMPLOYER BRANDING

- Don't get trapped into silo thinking - learn how to align your employer brand strategy to customer engagement, productivity & performance
- **Understand the science behind brand growth** and why some of the initiatives you are conducting have very little impact on your ability to target the talent you seek
- Emiratisation and employer branding
- The employer branding practices outstanding leaders do differently
- **Adopt a strategic approach to employer branding** - using the Employer Brand Excellence Framework™ which focuses on the entire employee lifecycle from hire to retire
- Learn the **key leverage points of social media** which will drive your talent attraction and retention strategy
- Learn the latest developments in employer branding using **mobile technology**
- Defining and **developing your distinctive brand assets** to set yourself apart from the competition
- Identifying and developing your **employer brand ambassadors** that build your market reach for talent
- Personalising the employment experience - determine the most effective way to segment your employee population and communicate targeted, engaging, relevant & authentic messages
- Bringing it all together - learn an effective **Employer Brand Management System** to align your employer brand and EVP with people management policies, systems and practices
- Connect employees to customers to profit - learn how to **measure the return on investment** of your employer branding activities

TRACK 3 - THE FUTURE FOR EMPLOYER BRANDING

- Learn the **key trends** which will drive future workforce sustainability and the impact for employer branding
- Learn how top companies are collaborating with and **developing communities** they operate in to strengthen their employer brand to attract talent
- Learn how to apply the principles of **Employer Branding 3.0**

BEST PRACTICE CASE STUDIES

- Learn how top companies are attracting & retaining talent: CASE STUDY highlights of **best practice employer brand** companies including Philips, IBM, Deloitte, UnitedHeath Group, BASF, Sodexo and Vestas Wind Systems.

Bonus employer branding management resources

First 10 registrations

- NEW - Book - "Employer Brand Leadership - A Global Perspective" RRP\$89

DELEGATES - FREE Employer Branding Best Practice Resources CD-ROM

- NEW - Employer Brand Manager's Handbook - 2012 International Edition value USD430
- EBI's Global Research Series - Employer Branding Global Research Study Report' value USD320
- NEW - Career Website & Social Media Best Practice Publication - 2012 International Edition value USD320
- NEW - Employer Branding Best Practice e-book- A selection of 10 employer branding articles by Brett Minchington which have been published in HR, Marketing and Management publications around the world value USD320
- EBI's Global Research Series - The Key Influencers of Employment Choice Global Research Study Report' value USD320

Masterclass designed for

General Managers, Human Resources Directors, Communications Directors, Marketing Directors, Senior Managers of Human Resources, Communications, Marketing, Talent Management, Hiring, Sourcing, Graduate Recruiting, Branding, Line Managers



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

- Dubai 19 March 2012
- Early bird rate (until 2/3/2012) **USD455**
- Standard rate (from 3/3/2012) **USD510**
- Group of 3 (register 2 & receive 1 FREE) **USD910**

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

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

Calculate total registration fee

Number of tickets X **USD455 early bird rate (until 2/3/2012)**

Number of tickets X **USD510 standard rate (from 3/3/2012)**

Group tickets (register 2 & receive 1 FREE)..... X **USD910**

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

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

Please charge \$ to my Credit Card

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 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

-  **Mail** Please complete form and send with payment to Customer Service Manager
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