

Employer Brand Global Masterclass™

with **Brett Minchington**, Employer Brand strategist & author of International best seller 'Your Employer Brand attract-engage-retain'. 2007 global tour; Australia, NZ, Singapore, Italy, London.



Branding your organisation to attract-engage-retain talent

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

Tailor your total employment experience to attract, engage and retain talent

Learn how to audit, design, integrate and evaluate your employer brand program

Decrease your recruitment lead times and increase quality of hires through smarter recruitment advertising and candidate sourcing techniques

Develop an effective dashboard of metrics to cover the total employment experience

Case studies of successful employer branding worldwide

Designed specifically for:

Human Resource, Marketing, Communication & Recruitment Professionals

Brisbane

Thursday 17 May 2007
Novotel Brisbane

Sydney

Tuesday 29 May 2007
Novotel Darling Harbour

Melbourne

Thursday 31 May 2007
Novotel St Kilda

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before 12/4/2007

\$595pp (incl gst)

From 13/4/2007 **\$695 pp**

Please contact CLA on (08) 8443 4115 to discuss group discounts (3+ employees)

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Your Employer Brand attract-engage-retain
RRP \$89

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- \$595 Early Registration before 12th April 2007
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- Brisbane 17th May
- Sydney 29th May
- Melbourne 31st May

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Position

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