

# Employer Brand Global Masterclass™

with **Brett Minchington MBA**,  
International Employer Brand expert.  
2008/2009 tour includes London (sold out),  
Australia (4 cities -sold out), Italy (2 cities), NZ  
(2 cities - sold out) Manila, Minneapolis, KL,  
Zurich, India (3 cities), Singapore, Dubai,  
Johannesburg, Copenhagen, Bad Nauheim,  
Istanbul, Amsterdam, Paris, Warsaw



## Guest Speakers



René Herremans  
AHOLD



Ton Rodenburg  
ARA M/V



Sjoerd Gehring,  
Accenture

## Branding your organisation to attract-engage-retain talent

# Amsterdam

with  
**Brett Minchington MBA**

**Renowned International Employer Brand Expert & Founder, Employer Brand Institute & [www.employerbrandingonline.com](http://www.employerbrandingonline.com)**

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

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

Tailor your total employee lifecycle to attract, engage and retain talent

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

Learn how to audit, design, integrate and evaluate your employer brand program for competitive advantage in a constantly changing world

Decrease your recruitment lead times and increase quality of hires through best practice candidate sourcing techniques

Web 2.0-Discover how to leverage social networking channels to build and nurture your talent pools & pipelines

**Designed specifically for:**  
HR Directors, Marketing Directors, Senior Managers of Human Resources, Recruitment Staffing, Talent Management, Hiring, Sourcing, Graduate Recruiting, Marketing, Branding, Communications

**DATE & VENUE**  
**Amsterdam**  
**Tuesday 13 October 2009**  
Lloyd Hotel  
Oostelijke Handelskade 34  
1019 BN Amsterdam  
Nederland  
9.00am-5.00pm

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

- NEW - Employer Brand Manager's Handbook - International Edition RRP €225
- Employer Brand Institute Global Research report RRP €225
- NEW - Career website global best practice publication RRP €170

**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 Presentations from**  
René Herremans - Ahold  
Ton Rodenburg - ARA M/V  
Sjoerd Gehring - Accenture

**Register your team today!**

**Register online at [www.collectivelearningaustralia.com](http://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**

- Amsterdam 13 October 2009
 

	<b>EARLYBIRD</b>	
	Register & pay	Register & pay
	before 21 August 2009	after 21 August 2009
- Standard rate                      €595                      €645
- Table of 5 (20% discount)    €2580

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 **€595** - before 21/8/2009  
 Number of tickets ..... X **€645** - after 21/8/2009  
 Number of tickets (table of 5)..... X **€2580** - after 21/8/2009

= Total cost €.....

**Payment options**

**Credit card (online bookings are charged in AUD\$)**  
 Please charge \$  to my Credit Card

- Visa             Mastercard     Bankcard
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**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](http://www.collectivelearningaustralia.com)
-  **Email** [events@collectivelearningaustralia.com](mailto: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