

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



Brett Minchington's global footprint has included delivering employer branding events in over 28 cities in 18 countries with senior leaders from a majority of Global 500 companies. Brett is the world's most published writer in employer branding and his work has been published in major newspapers, HR, Management and Marketing publications around the world. He has consulted to firms on global and national employer brand projects including Siemens, PwC, Hewitt, Origin and Australian Wine Research Institute. Brett's book "Your Employer Brand attract-engage-retain" published in 2006 is an International best seller sold in over 42 countries.

Branding your organisation to attract-engage-retain talent

Bad Nauheim

with

Brett Minchington MBA

**Renowned International Employer Brand
Expert & Founder, Employer Brand Institute
& 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 Germany

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

Bad Nauheim

Tuesday 6 October 2009

Hotel Dolce
Elvis-Presley-Platz 1, 61231,
Bad Nauheim, Germany
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 Presentation LIVE Case Study

"Employer Branding at the world's leading chemical company BASF"

Fees

€600 per person
€2400 table of 5 (=20% discount)

Register your team today!

Register online at www.collectivelearningaustralia.com