

# 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 Speaker



Ali Ayaz,  
Realta'

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

# Istanbul

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 Turkey

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

**Istanbul**  
**Thursday 8 October 2009**  
Hilton Istanbul  
Cumhuriyet Cad. Harbiye 34367  
Istanbul  
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 from Ali Ayaz, Managing Director of Realta'**

**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**

Istanbul 8 October 2009

	<b>EARLYBIRD</b>	
	Register & pay before 18 Sept 2009	Register & pay after 19 Sept 2009

Standard rate                      €425                      €500

Table of 5 (20% discount)    €2000

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

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**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  
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Number of tickets ..... X **€500** - after 19/9/2009

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 PO Box 614, Torrensville SA, 5031, Australia

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**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

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