


# 2012 EMPLOYER BRANDING WORLD SERIES SUMMIT™

UNITED KINGDOM

Global BRANDS | Global EXPERTS  
Global BEST PRACTICE | UK PERSPECTIVE

Connecting employees to customers to profit

International speakers from   



**Brett Minchington,**  
Chairman/CEO  
Employer Brand  
International



**Michael Holm**  
Employer Brand  
Manager, IBM



**Suzie Kerr,** Head of  
Employee Engagement  
& Experience,  
Virgin Media



**Neil Harrison,** Head of  
Employer Branding &  
Insight, TMP UK



**Cameron Bird,** Director,  
HR Operations,  
Resourcing & Pensions  
(UK), Santander



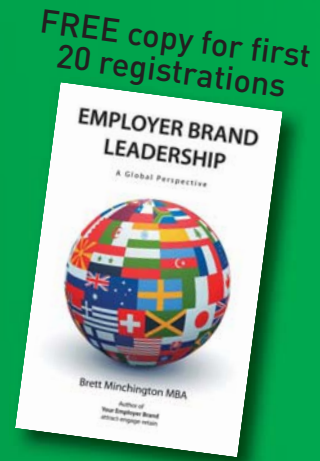
**Rebecca Gloyne,**  
Global Talent Acquisition  
Manager (Marketing),  
Nokia



**Mark Horley,**  
Head of Creative,  
TMP UK



**Chris Strange,** Head  
of Corporate Brand  
Planning, Lloyds  
Banking Group



\*Share in the latest global developments, research, trends and best practices in employer branding

\*Learn how to adopt a strategic approach to employer branding and how this impacts on employee engagement, customer sales, revenue and growth

\*Understand the role of technology and social media in leveraging your employer brand and why a clearly defined social strategy is critical to optimising performance in today's business environment

\* Learn how to define key ROI metrics and accountabilities for your employer brand strategy

\*Learn from employer branding leaders who are establishing the global standards in employer branding best practice

The Summit NOW conducted in 11 countries! BONUS material for all delegates

- Copies of presentation decks from ALL Employer Branding World Series Summits around the world in 2012
- NEW - Employer Brand Manager's Handbook - 2012 International Edition
- EBI Global Research Series - "Employer Branding Global Research Study Report"
- NEW - "Career Website Best Practice Publication - 2012 International Edition"
- NEW - "Employer Branding Best Practice e-book" - A selection of 10 employer branding published articles by Brett Minchington
- EBI Global Research Series - "The Key Influencers of Employment Choice Global Research Study Report"

Value: £1095

Date and Venue | 2012 UK Employer Branding World Series Summit, Wednesday 21 March 2012, 9am-5pm

Gibson Hall,  
13 Bishopsgate,  
London EC2N 3BA

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



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## ABOUT THE SUMMIT

The Employer Brand International (EBI) "2012 Employer Branding World Series" Summits brings together employer branding experts and professionals from around the world to share and discuss their stories, challenges, failures and successes in making the transition to a new landscape where the company's employer brand strategy is a key driver of productivity and profitability.

## OUR EXPERIENCE

Since 2007 EBI has shared best practice and trained thousands of managers in cities including:

Paris, Milan, Dubai, Moscow, London, Warsaw, Copenhagen, Shanghai, Minneapolis, Bad Nauheim, Istanbul, Netherlands, Rotterdam, Melbourne, Sydney, Manila, Mumbai, Dehradun, Zurich, Singapore, Como, Brisbane, Adelaide, Auckland, Wellington, Kuala Lumpur, Perth, Johannesburg, Delhi, Brussels, Santiago, Madrid and Kiev.

## QUICK FACTS

from EBI's 2011 Employer Branding Global Research Survey

- 84% of companies believe a clearly defined strategy is the key to achieving employer branding objectives
- Only 14% of companies have a clearly defined employer branding strategy
- Top benefits of employer branding include increase in employee engagement and ease in attracting candidates
- 209% increase since 2009 in social media usage by companies to communicate their employer brand
- 55% of employees believe it's important other people want to work for their employer

There is clearly a lot more work to be done!

## THE VENUE

Gibson Hall  
13 Bishopsgate  
London EC2N 3BA

## BONUS EMPLOYER BRANDING MANAGEMENT RESOURCES

Not only will you get to share an engaging and informative day with employer branding industry experts, practitioners and colleagues you will leave with the world's most comprehensive toolkit of employer branding management resources to guide you and your team's employer branding experiences over the coming year.

### First 20 registrations receive a copy of:

NEW BOOK: The World's Latest Book on Employer Branding "Employer Brand Leadership - A Global Perspective" - RRP£60

ALL Delegates - Included in registration fee - Employer Branding Best Practice Management Resources Pack on CD-ROM - MORE THAN £1095 in VALUE!

- NEW - Employer Brand Manager's Handbook - 2012 International Edition RRP £275
- EBI Global Research Series - "2012 Employer Branding Global Research Study Report" £205
- NEW - "Career Website Best Practice Publication - 2012 International Edition" RRP £205
- NEW - "Employer Branding Best Practice e-book" - A selection of 10 employer branding articles by Brett Minchington MBA" which have been published in HR, Marketing and Management publications around the world £205
- EBI Global Research Series - "The Key Influencers of Employment Choice Global Research Study Report" £205

## OTHER BENEFITS

- The fundamentals for defining, designing, implementing and evaluating your employer branding & engagement strategy and numerous tips, tools and strategies to enhance your existing program
- An opportunity to network and share with other professionals focused on contemporary people issues
- Registration also includes morning tea, lunch & refreshments

## STAY IN TOUCH WITH EMPLOYER BRANDING TRENDS AND GLOBAL DEVELOPMENTS IN 2012

Throughout 2012 you will receive the slide decks of presenters from EBI's World Series Summits in other countries and EBI's global research reports.



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## INTRODUCING THE SUMMIT SPEAKER AND PANEL TEAM

### Summit Chairman & Opening speaker

**Brett Minchington MBA (Australia) Chairman/CEO Employer Brand International**  
"Employer Branding Global Trends and their Implications for Leaders in UK"

is a global authority in employer branding. Brett's global footprint has included delivering employer branding masterclass 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 writer 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.' He has consulted to firms on global and national employer brand projects and advises market leading employer brand agencies in strategic employer brand consulting. Brett's latest book "Employer Brand Leadership - A Global Perspective" is the most comprehensive and practical book on employer branding ever published, featuring nine global case studies.

**Michael Holm (Denmark), Employer Branding Manager, IBM**  
"Social Media - why should we care? - A Best Practice IBM Case Study"

Michael joined IBM in December 2004 as part of the acquisition of Maersk Data - the second largest IT company in Denmark. At IBM, Michael is responsible for the employer branding activities in Denmark from the development of strategic goals to implementation and conversion into action plans and tangible projects. In collaboration with the communications, HR and university relations functions Michael strives to attract and retain the employees needed to secure their future growth. Michael's professional background is in Human Resource with roles and responsibilities from Human Resource Consultant with hands on projects to strategic roles as Human Resource Partner with a focus on program development. Prior to joining IBM, Michael worked in the Danish Armed Forces with a focus on Leadership training and development.

**Chris Strange, Head of Corporate Brand Planning, Lloyds Banking Group**

Chris is responsible for leading the development of the Lloyds Banking Group brand to fulfill the Groups vision of becoming the best bank for customers, colleagues and communities.

**Suzie Kerr, Head of Employee Engagement & Experience, Virgin Media**  
"Employee Engagement at Virgin Media - Getting buy-in from the top"

After studying a BA Hons Human Resources Management with Business Law degree, Suzie has spent the last 10 years within the HR field working for big brands such as J Sainsbury's, the National Health Service (NHS) and now Virgin Media. A self-described HR generalist by trade with a huge passion for employee engagement and branding. Suzie has worked for Virgin Media for the past three and a half years and originally partnered with the Finance community as their Senior Strategic HR business Partner. This remit spanned typical finance functions but also included a Shared Service Organisation, Property & Facilities and Procurement. Early in 2011 Suzie took on the central Head of Employee Engagement & Experience role for Virgin Media which spans the wider company, ensuring that all central engagement activity is current, on brand and forward thinking in nature. As part of Suzie's remit she provides the thought leadership to the business on where the employer engagement and branding strategy needs focus.

**Rebecca Gloyne, Global Talent Acquisition Manager (Marketing), Nokia**

Rebecca is currently responsible for devising the strategy and methodology for securing the best marketing talent on an international basis. Rebecca is a key member of Nokia's employer brand team, who are leading employer branding projects and social recruiting initiatives globally. She possesses eight years recruitment experience, specialising in Marketing (digital, brand, communications) recruitment for the last four years.

**'Neil Harrison (UK) - Head of Employer Brand and Insight, TMP Worldwide UK**

"The digital activation of the employer brand"

With a degree in French and German from the University of Liverpool, Neil has worked in the employment communications sector for the last 20 years. He has responsibility for the national delivery of employer branding solutions to TMP's client base across the UK and, increasingly, further afield. Over the course of the past three years, Neil and his team have delivered the research, project management, value propositions and brand narratives that have defined the employer brands of organisations such as Santander, Telefonica, Pizza Express, E.ON, Tesco, HSBC, GCHQ, the AA, Wood Mackenzie and the Ministry of Defence. Neil's role also involves knowledge management, motivational and orientational research and the identification and analysis of new labour pools. He is also responsible for the creation and delivery of TMP's own bespoke proprietary research, covering areas as diverse as employer branding, graduate recruitment and employment motivations to wide ranging audiences.'

**Cameron Bird (UK), Director, HR Operations, Resourcing & Pensions, Santander**

Cameron joined Santander UK in June 2004 and moved into his current role within Human Resources in March 2010. He was previously Director of Cost Management & Procurement within Santander UK, which included accountability for bank-wide cost budgeting & optimisation programs, external procurement and purchasing processes. Cameron's previous experience includes 13 years with the General Electric Corporation in Europe and 2 years with the Honeywell Corporation. He held a variety of management roles over this period including Pricing General Manager, Product General Manager, Supply Chain Leader, Quality Director, E-Business Director and Head of Financial Analysis.

## INTERACTIVE PANEL DISCUSSION

### Moderator

**Mark Horley (UK), Head of Creative at TMP Worldwide UK**

### Panel

- Brett Minchington MBA (Australia) Chairman/CEO Employer Brand International
- Rebecca Gloyne (UK), Global Talent Acquisition Manager (Marketing), Nokia
- Michael Holm (Denmark), Employer Branding Manager, IBM

**Topic - Global best practice employer branding in an uncertain economy**

- What are the key employer branding challenges companies in UK/Europe will face in the next 12 months and how are these similar/different to the rest of the world?
- How is technology changing the working environment and how can you leverage this to develop a stronger and more effective employer brand?
- What is the role and impact of social media in employer branding? Can we really engage candidates and employees in social media?

**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**

- London 21 March 2012
- Early bird rate (until 29/2/2012) **£595**
- Standard rate (from 1/3/2012) **£695**
- Group of 3 (register 2 & receive 1 FREE) **£1785**

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

**Calculate total registration fee**

Number of tickets ..... X **£595 early bird rate (until 29/2/2012)**

Number of tickets ..... X **£695 standard rate (from 1/3/2012)**

Group tickets (register 3 & receive 1 FREE)..... X **£1785**

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

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

Please charge \$  to my Credit Card

- Visa       Mastercard       Bankcard
- AMEX       Diners

Card No.

Cardholders Name

Expiry Date

Signature

**Electronic Funds Transfer**

Collective Learning Australia  
Commonwealth Bank,  
Torrensville Branch, SA, 5031, Australia  
**Account number** 06 5124 1022 8605  
**SWIFT CODE:** CTBA AU 2S

**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.

\*online AUD exchange rate subject to daily market fluctuations  
\*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