



**LEARNING**  
NETWORK

and



**RoMarketing**<sup>®</sup>

welcomes you at



**2014  
INTERNATIONAL  
EMPLOYER BRAND  
LEADERSHIP  
Masterclass Series™**

with

**International  
Employer Brand Strategist,  
Mr. Brett Minchington MBA**

**Bucharest, Romania  
Thursday, April 10  
2014**

# Concept

[www.learningnetwork.ro](http://www.learningnetwork.ro)

[www.romarketing.ro](http://www.romarketing.ro)

## → In this highly engaging International Masterclass you will:

- 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 talent acquisition, employee engagement, customer sales, revenue and growth
- Understand the role of technology, mobile and social media in leveraging your employer brand and why a clearly defined social strategy is critical to optimising performance in the new business environment
- Learn how to define key ROI metrics and accountabilities for your employer brand strategy
- Learn from global employer branding best practice case studies from companies such as Google, Santander, Adidas, IBM, LinkedIn, Sodexo and Deloitte
- Leaders will have the opportunity to ask questions and clarify any perceptions or queries they have about employer branding or their own strategy/approach.
- You will leave this masterclass with numerous strategies, tips and case studies on global 'best practice' employer branding. The learnings from this masterclass will provide a clear pathway for your employer brand strategy and management plan.

**STRICTLY LIMITED BOOKINGS-REGISTER EARLY**

# Agenda

[www.learningnetwork.ro](http://www.learningnetwork.ro)

[www.romarketing.ro](http://www.romarketing.ro)

→ 8:45 – 9:30 Registration & Coffee Break

→ 9:30 – 11:00 **TRACK 1 - THE BUSINESS CASE FOR EMPLOYER  
BRANDING**

- Key findings of Employer Brand International's latest Employer Branding Global Research Study (to be launched at the masterclass!) and what this means for companies in Romania
- Employer branding and the World@Work - understand the regional variances in what candidates and employees seek in an employment experience
- How the changes in the political, economic, social and technological environments will impact on your short and long term ability to attract and retain talent
- A critical issue - the key reasons why employer branding is on the leadership radar now more than ever

# Agenda

[www.learningnetwork.ro](http://www.learningnetwork.ro)

[www.romarketing.ro](http://www.romarketing.ro)

## → 11:30 – 13:00 TRACK 2 - BEST PRACTICES IN EMPLOYER BRANDING

- Defining and developing your distinctive brand assets to differentiate from the competition
- Identifying and developing your employer brand ambassadors that build your market reach for talent
- Personalising the employment experience - determine the most effective way to segment your employee population and communicate targeted, engaging, relevant & authentic messages
- Bringing it all together - learn an effective Employer Brand Management System to align your employer brand and EVP with people management policies, systems and practices
- Connect employees to customers to profit - learn how to measure the return on investment of your employer branding activities
- Key findings of Employer Brand International's latest Employer Branding Global Research Study (to be launched at the masterclass!) and what this means for companies in Romania
- Employer branding and the World@Work - understand the regional variances in what candidates and employees seek in an employment experience
- How the changes in the political, economic, social and technological environments will impact on your short and long term ability to attract and retain talent
- A critical issue - the key reasons why employer branding is on the leadership radar now more than ever

# Agenda

[www.learningnetwork.ro](http://www.learningnetwork.ro)

[www.romarketing.ro](http://www.romarketing.ro)

## → 11:30 – 13:00 TRACK 2 - BEST PRACTICES IN EMPLOYER BRANDING

- Don't get trapped into silo thinking - learn how to align your employer brand strategy to customer engagement, productivity & performance
- Understand the science behind brand growth and why some of the initiatives you are conducting have very little impact on your ability to target the talent you seek
- Adopt a strategic approach to employer branding - using the Employer Brand Excellence Framework™ which focuses on the entire employee lifecycle from hire to retire
- Learn the key leverage points of social media which will drive your talent attraction and retention strategy
- Learn the latest developments in employer branding using mobile technology

# Agenda

[www.learningnetwork.ro](http://www.learningnetwork.ro)

[www.romarketing.ro](http://www.romarketing.ro)

→ **13:00 – 14:00 Lunck Break**

→ **14:00 – 15:30 TRACK 3 - THE FUTURE FOR EMPLOYER BRANDING**

- Learn the key trends which will drive future workforce sustainability and the impact for employer branding
- Learn how top companies are collaborating with and developing communities they operate in to strengthen their employer brand to attract talent
- Learn how to apply the principles of Employer Branding 3.0

→ **15:30 – 16:00 Coffee Break**



# Agenda

[www.learningnetwork.ro](http://www.learningnetwork.ro)

[www.romarketing.ro](http://www.romarketing.ro)

## → 16:00 – 17:30 BEST PRACTICE CASE STUDIES

- CASE STUDY highlights of best practice employer brand companies including IKEA, Google, Philips, IBM, Deloitte, adidas, Sodexo and LinkedIn

# Registration

[www.learningnetwork.ro](http://www.learningnetwork.ro)

[www.romarketing.ro](http://www.romarketing.ro)

- **Earlybooking by 20<sup>th</sup> of February: 280 Euro + VAT**
- **Standard Fee: 330 Euro + VAT**
- **Group discounts available.**
  
- **Contact:**
  - Clementina Anghelache: 0753 777 555, [clementina.anghelache@learningnetwork.ro](mailto:clementina.anghelache@learningnetwork.ro)
  - Andreea Ristache: 0746 258 719, [andreea.ristache@learningnetwork.ro](mailto:andreea.ristache@learningnetwork.ro)





E: [salut@learningnetwork.ro](mailto:salut@learningnetwork.ro)  
T: 0746 258 719  
021 461 09 86  
F: [Learningnetwork.ro](http://Learningnetwork.ro)

[www.learningnetwork.ro](http://www.learningnetwork.ro)  
[www.romarketing.ro](http://www.romarketing.ro)  
[www.brettminchington.com](http://www.brettminchington.com)

**Bucharest, Romania**  
**Thursday, April 10**  
**2014**