

2013 SPAIN | EMPLOYER BRANDING WORLD SERIES SUMMIT™

Global BRANDS | Global EXPERTS
Global BEST PRACTICE | Spanish PERSPECTIVE

Connecting employees to customers to profit

International speakers from    



Brett Minchington,
Chairman/CEO
Employer Brand
International



Susana Gómez,
HR Director,
Kellogg Company



Michael Holm,
Employer Brand
Manager, IBM



Steve Fogarty,
Head of Global
Employer Branding,
adidas Group



Alfonso Mostacero,
HR Leader Brazil and
Spain, MSD



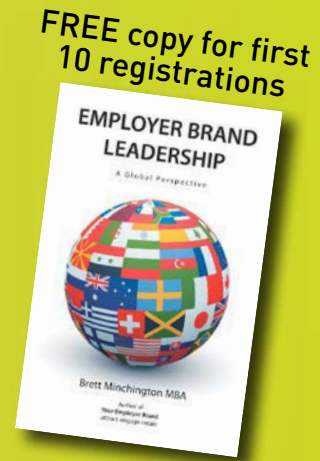
Juan Carrillo,
Enterprise Relationship
Manager, LinkedIn Iberia



Alfonso Jiménez,
Managing Partner,
PeopleMatters



Miriam Aguado,
Senior manager,
PeopleMatters



Part of the EBI World Series Leadership Summits

- *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 digital resources for all delegates

- NEW - Employer Brand Manager's Handbook - 2013 International Edition
- EBI Global Research Series - "Employer Branding Global Research Study Report"
- NEW - "Career Website Best Practice Publication - 2013 International Edition"
- 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
- EBI Global Research Series - "Employer Branding and EVP Global Research Study Report"

Value € 1000+

Date and Venue | 2013 Spain Employer Branding World Series Summit,
Thursday 14 March 2013, 9am-5pm

Madrid, Spain

Register online at www.peoplesmatters.com



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ABOUT THE SUMMIT

The Employer Brand International (EBI) "2013 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 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!

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 10 registrations receive a copy of:

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

ALL Delegates - Included in registration fee - Employer Branding Best Practice Digital Resources Pack - MORE THAN €1000 in VALUE!

- NEW - Employer Brand Manager's Handbook - 2012 International Edition value €310
- NEW - EBI Global Research Series - "Employer Branding Global Research Study Report" value €230
- NEW - "Career Website Best Practice Publication - 2013 International Edition" value €230
- NEW - "Employer Branding Best Practice e-book" - A selection of 10 employer branding articles from around the world by Brett Minchington MBA" value €230
- EBI Global Research Series - "Employer Brand and EVP Attributes Global Research Study Report" value €230

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



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INTRODUCING THE SUMMIT SPEAKER AND PANEL TEAM

Summit Chairman

Alfonso Jiménez, Managing Partner, PeopleMatters

Keynote Speakers

Brett Minchington, Chairman/CEO, Employer Brand International (Australia)

"Employer Branding and the World@Work"

Brett is a global authority in employer branding. His global footprint has included delivering employer branding masterclass events and keynoting at conferences in more than 40 cities in 25 countries, training thousands of senior leaders including many from Global 500 companies including Google, Coca-Cola, Chevron and Toyota. 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 leading employer brand agencies in strategic employer brand consulting. Brett's book "Your Employer Brand attract-engage-retain" published in 2006 has now been sold in more than 50 countries and his new book "Employer Brand Leadership-A Global Perspective" is the most comprehensive and practical book on employer branding published and defines a practical approach to building a world class employer brand from concept to design, to organisation wide integration, to measuring your return on investment. It features nine world's best practice employer branding global case studies from companies including Philips, IBM, UnitedHeath Group, BASF, Sodexo and Deloitte. His new book "Employer Branding and the World@Work" will be published in 2013.

Alfonso Mostacero, HR Leader Brazil & Spain at MSD
"MSD4You: a Case study"

MSD Spain has gone through significant changes in the last few years, after the acquisition of Schering-Plough in 2009, which have required great focus on building a cohesive, motivated team to support the company's growth.

Alfonso Mostacero will share his experience in the design and implementation of MSD's EVP "MSD4You" as part of an ambitious engagement-building strategy for current and potential employees.

Alfonso brings in his professional experience in several industries (consulting, healthcare, consumer goods, utilities, finance and government) with an international perspective (EMEA, North America and Latin America). As Human Resources Director, Alfonso has been involved in mergers, acquisitions and sales of companies and business divisions where he has leveraged EVP for cultural transformation and business success. As such, his experience is not only conceptual, as a recent discipline, but mostly practical, focused on how the business can leverage the EVP to its highest potential.

Michael Holm (Denmark), Head of Employer Branding, IBM Denmark

"Leveraging social media to attract engage and retain talent - A global best practice IBM case study"

Michael will present and discuss the use of social software and social media as a means of connecting employees to customers to profit in a company of more than 400,000 employees! Delegates will learn from detailed insights of how IBM is leveraging social media both within and outside the corporate firewall including lessons learnt during the journey. Some outstanding insights to be gained from one of IBM's top 'people' leaders and tips to adapt to your own business here in Spain!

Michael Holm 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.

Steve Fogarty Head of Global Employer Branding and Senior Manager, Strategic Recruiting Programs - adidas Group (USA)
"Employer brand unawareness! Shaping the future of sport at adidas!"

Do well known consumer brands need employer branding? At adidas Group they believe so. Steve Fogarty, Senior Manager, Strategic Recruiting Programs for adidas Group will show you how they are building awareness of who they are as an employer in the context of who they are as an iconic consumer brand. Steve will take you through the adidas Group global employer brand strategy as well as show you how they are bringing it to life, their roadmap and the return on investment. In a high impact presentation, Steve will show you how adidas Group is shaping the future of sport!

At adidas Group Steve is tasked with building a global, top 5 employer brand, Web 2.0 and recruitment innovation strategy and an industry leading internal recruitment function. His combined passion for sport, fashion, talent acquisition strategy and innovation make working at adidas Group his dream career. Prior to adidas Steve spent almost seven years at Waggener Edstrom Worldwide. His role was to develop and implement integrated strategies to attract key talent. He served as a digital "trend spotter" for the agency's staffing function as well as played a key role in advancing their talent relationship capabilities with CRM and Web 2.0/social networking strategies. Steve spent the first two years of his career on the agency side. The volume and intensity of agency recruitment laid the foundation for where he is today.

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Susana Gómez, HR Director at Kellogg Company **"Case study - Kellogg: Grow with us"**

The Kellogg Company is convinced that their success depends completely on the success of their current and potential employees and, as such, a people-centered strategy is a must. People, their skills and attitudes are key in order to create sustained growth through better business results.

For this reason, Kellogg developed their employer brand "Grow with us", in order to build awareness and to position the company as a great place to work, where talent can grow. Kellogg has a long-standing tradition in the Employer Branding arena, having become, over 100 years ago, one of the first to understand and act upon the importance of the Employer Brand. "I will invest my money in people", in the words of W. K. Kellogg, founder of the Kellogg Company, summarizes a philosophy based on the value of Kellogg's people, which is still well alive.

"Grow with us" has become the link with current and future Kellogg employees, conveying the importance of growing professionally as we build something bigger, together. All internal and external communication regarding the company as a place to work revolves around a specific brand identity and reinforces the message that Kellogg is a great place to work.

Juan Carrillo, Enterprise Relationship Manager at LinkedIn Iberia

An experienced professional in the digital environment, Juan will share his international experience in large, multicultural Companies and start ups. As the Relationship Manager in Iberia, Juan can help companies become successful in their hiring strategies, by sharing what LinkedIn's solutions can offer and steering virtual relationships from tactical to strategic, integrating their needs into the different LinkedIn solutions.

Alfonso Jiménez, Managing Partner, PeopleMatters **Miriam Aguado, Senior Manager, PeopleMatters** **"Moving on: leveraging Employer branding in the current economic context"**

PeopleMatters are the leading Employer branding consulting company in Spain. The team, who have been working together for over 20 years in different environments and across the Human Capital universe, have been leading the way in the process of building awareness, creating solutions and facilitating the first Employer Branding initiatives in Spain. With over 12 years' experience, PeopleMatters has helped large companies operating in Spain (domestic and multinationals) build and get the most from their employer brand. As thought leaders in this area, PeopleMatters has been sponsoring the Employer Brand Leadership events in collaboration with EBI and Brett Minchington in the last few years.

In this year's Summit, Miriam and Alfonso will share their views on why managing the employer brand is still a priority for companies, even in a challenging economic situation, not only looking towards the future but also in order to build commitment, engagement and better performance from our current workforce, along with market recognition.

PeopleMatters has published the first book on the topic written in Spanish "Employer branding: "Employer branding: managing brands in order to attract and retain the right talent" (2009), as well as periodic specialized studies and publications.

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INTERNATIONAL EXPERT PANEL

Theme - 'Employer Branding in a Borderless World'

The international panel team will share, discuss and interact with delegates on the following:

- Which elements of employer branding best practice are borderless and which elements require customisation at the local level?
- Developing an employer brand and employer value proposition strategy is one thing, engaging employees across the enterprise to support it is another! Are we being realistic to expect that in the near future, the employer brand will become more important and relevant to attract talent than your well known corporate or consumer brand(s). How do we engage the CEO~ and Executive to support our employer brand thinking, strategy and invest accordingly?
- The relationship between employees, candidates, customers and stakeholders and their contribution to creating value continues to converge driven by new social business models and technology supporting new ways to connect across borders! Do business models need to change or simply evolve to the new demands of an increasingly borderless, open and connected world?
- Putting an end to the million dollar question! What are the key metrics you should be focusing on when measuring ROI of your employer brand strategy?

