



## Employer Brand Leadership International Masterclass con Brett Minchington

Part of the 2012 Employer Brand World  
Series



(Madrid, 25 May 2012)

### Detailed agenda

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**8.30 – 9.00am**      **Registration**

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**9.00 – 9.15am**      **Opening and Welcome address (PeopleMatters)**

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**9.15 – 10.30am**      **“Employer branding global trends and their implications for leaders in Spain” (Brett Minchington MBA, Chairman & CEO Employer Brand International)**

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- The World at work today requires a new perspective as we transition to a global landscape with many uncertainties. Companies of all sizes are facing ongoing threats to their sustainability driven by political, economic, social and technological factors outside their control. These threats have the potential to stifle innovation, creativity and productivity in companies who sit and wait for the economy to turn around. However, Talent will not sit and wait with you!
- Drawing upon his global perspective from training leaders in employer brand strategy in more than 40 cities in 25 countries Brett will discuss and share the global trends leaders need to address to stay competitive in sourcing and retaining talent who can assist in growth and profit objectives. Brett will share how companies such as Adidas, Starbucks, Sodexo, IBM and Philips are deploying their employer branding function to tackle these challenges head on.
- Brett will also share the latest global research from EBI's global surveys including the recent: 'Optimising the employee lifecycle to develop an industry leading employer brand.'

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**10.30 - 11.15am**      **“Por muchas razones” The story of Prosegur: Case study**

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- **Prosegur**, leader in the security services industry in Spain, will share with participants their newly developed Employer brand, a key piece in their current business strategy, as they strengthen the organization's position in the labour market and the business expands throughout the globe: strategy and philosophy, working process, resulting EVP and communication plan. A success story worth telling.

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**11.15 – 11.45am      Coffee break**

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**11.45 – 12.30am      “Making the most of your Employer branding strategy in Spain” (PeopleMatters)**

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**12.30 – 13.15pm      “The social enterprise” (Brett Minchington)**

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- In this highly engaging session, Brett will discuss the “7 steps to leverage your social media presence to develop a best practice employer brand.” Brett will share insights into what's driving success at the top companies in social media, the key channels you should focus on and how to avoid losing your way in the increasingly fragmented, media landscape.

**13.15 – 14.00pm      “Vodafone social enterprise”: Case study (Vodafone)**

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- **Vodafone** Spain has been one of the pioneering companies in introducing social media as a key element of their Employer branding strategy. “Keeping the conversation alive” with potential and current employees has really made a change in the way they manage their relationship with the market and they reinforce the company's employer brand.

**14.00 – 15.00pm      Interactive panel discussion: “Striving to achieve employer branding best practice in an uncertain economy”**

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- What are the key employer branding challenges companies in Spain/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?

**15.00 – 15.15pm      Closing remarks (PeopleMatters)**

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**15.15pm      Networking snack**

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