



Employer Brand Leadership International Master Class con Brett Minchington

(Madrid, 24 May 2011)



Detailed agenda

9.00 – 9.30am Registration

9.30 – 10.30am The Employer Brand Global Landscape

- The current global employer brand landscape and what this means for companies in Spain
- Discover the latest research trends in employer branding from the 2011 Employer Brand International (EBI) Global Research Study
- Learn how employer branding has evolved following the Global Financial Crisis (GFC)
- A critical issue - the key reasons why employer branding is on the leadership radar now more than ever
- Myths exposed - common misconceptions about employer branding and the critical truths to rely on instead

10.30 - 11.15am Employer Branding in Spain (PeopleMatters)

- Discover how it all started in Spain and how the concept has evolved in the last ten years
- Become familiar with the state-of-the-art in Employer Branding in Spain, according to the 2011 PeopleMatters Employer Branding Survey.
- Implications and priorities for EB management in Spain.

11.15 – 11.35am Coffee break

11.35 – 12.15pm Building the Business Case for Employer Branding

- Learn a strategic approach to employer brand strategy development using the Employer Brand Excellence Framework™
- The critical responsibilities of leadership in employer branding

- A new style of leadership is required for the post GFC world - Build leadership strengths using the Employer Brand Leadership Capability Framework™
- Don't get trapped into silo thinking - learn how to link employee engagement with customer engagement, productivity & performance

12.15 – 1.30pm Employer Brand Strategic Management

- See the complete picture - Brett will show you how to apply the Employer Brand Excellence Framework™ to build a sustainable employer brand using four easy to follow steps
- Assess before spending! - Learn the most effective way to assess the health of your current employer brand using the Employer Brand Roadmap™

1.30 – 2.30pm Lunch Break

2.30 – 3.15pm Case study: “Heineken España – A Great place to work”

3.15 – 4.00pm Employer Brand Communications Management

- Learn the key leverage points of employer brand communications media which will drive your talent attraction and retention strategy
- Learn how to define Your Employer Brand Architecture™ to promote your differentiated market positioning and distinctive assets
- Activating the employer brand strategy
- Bringing it all together – developing an effective Employer Brand Management System
- Connecting employees to customers to profit - learn how to measure the return on investment of your employer branding initiatives

4.00-5.00pm The Future for Employer Branding

- Learn the key trends shaping the future of employer branding
- Employer brand action planning
- Developing an employer branding learning management resource centre

Best Practice Case Studies

- Learn how top companies are attracting and retaining talent with best practice employer branding: Case Study highlights from companies including Philips, IBM, Deloitte, UnitedHeath Group, BASF, Starbucks, Google. Sodexo, Vestas Wind Systems and many others!

