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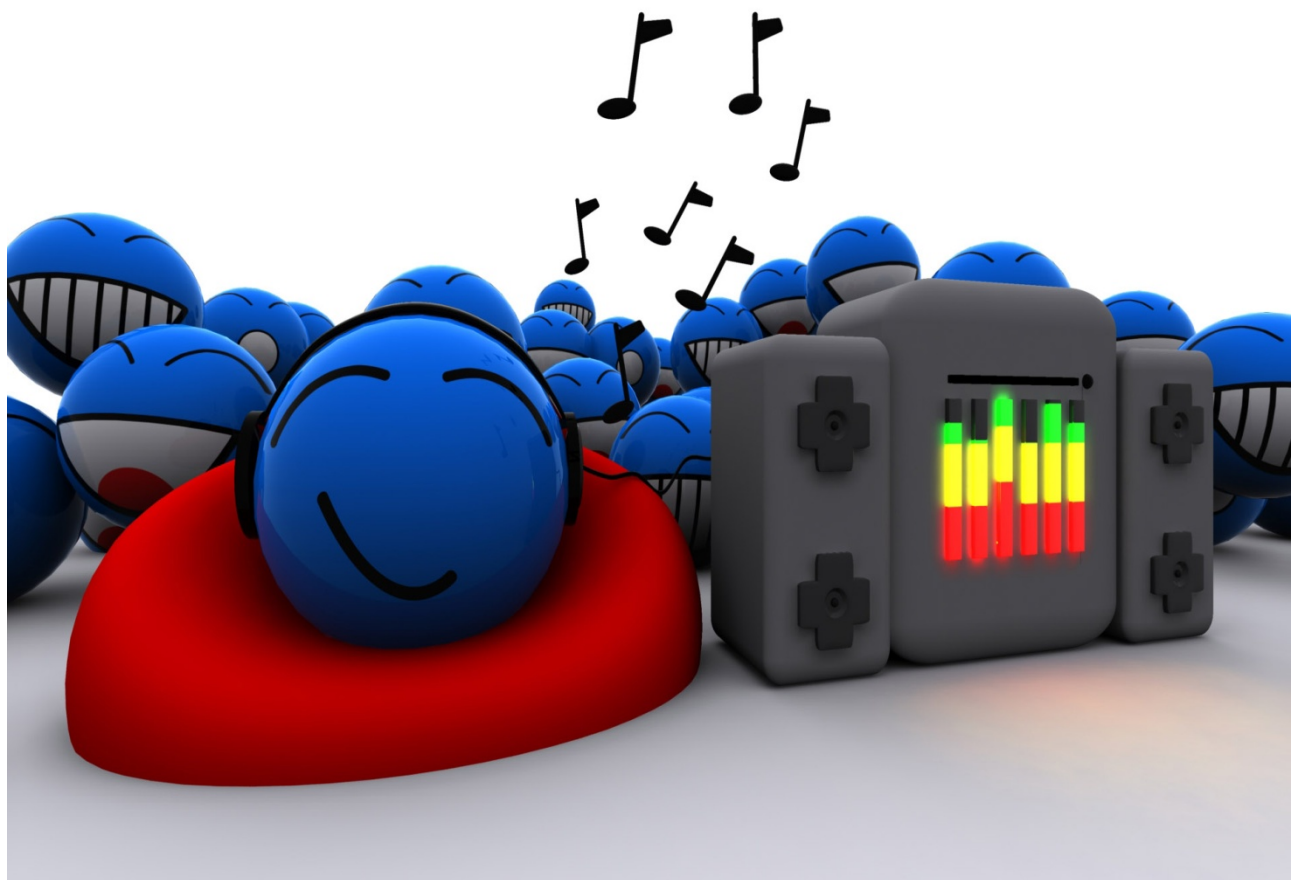
In Collaboration with



Knowledge Partner

## “Employer Branding”

An insight into the strategies adopted by high performing firms in recruiting and effectively managing talent in economic downturns



**Corporate Communications** and the **Training Forum** jointly present an outstanding and innovative workshop on.....

## "EMPLOYER BRANDING"

*How to become the Employer of Choice*

### **OVERVIEW:**

Your employer brand is the sum of all perceptions of your company as an employer held by staff past, present and future. An employer brand, then, should reflect essential truths about an organization, attract candidates with like-minded values, and ensure that once on board; they enjoy long-term development with the company. Employees are engaged, to the mutual benefit of the employee and the employer

### **Course aims and objectives:**

The course provides a strategic overview of and an introduction to developing an effective employer brand. A strategic approach to developing an employer brand is vital and requires the same rigor and commitment to ensure consistency and alignment as the branding of an organization and its products and services for external clients, customers and stakeholders.

The course highlights the importance of aligning a branding strategy with all people practices and the culture of the organization. This helps to ensure that the brand is real. An employer brand builds expectations and if there is a disconnect between reality and perception the effects can in fact be negative.

### **Who this course is for:**

This course is not solely for practitioners or managers working in marketing. Any manager, particularly HR managers should attend because building the employer brand is a company wide initiative that needs the focus of everyone.

### **Benefits for your organization:**

Customer loyalty is highly profitable and related to stakeholder value. Customer loyalty can only be derived through developing the internal aspect of branding to deliver and match the external brand.

Attracting and keeping the right employees is still vital in delivering the external brand. This course will give delegates the understanding and practical tools to help their organizations' deliver this in their area of responsibility or as a wider project.

### **Benefits for you as an individual:**

You will leave this program with a defined approach to internal branding and a practical outline plan to help deliver the required brand in the market.

## *You will learn how to:*

- Understand the concept of employer branding, and its relation to the customer brand
- Engage behaviors – get the brand understood and delivered in your organization
- Align processes – from customer communications to how you attract and recruit your target employees

## *Course content:*

### **The key to being “The Employer of Choice”**

- What an Employer of Choice means
- Why is the employer brand important
- Understand what it takes to build an Employer of Choice
- Develop a roadmap for building an Employer of Choice in your organization
- The components of the employer brand, and how this relates to the customer brand
- Consider the desired position of the internal and external brand
- What aspects need to change, what information is needed to find this out?

### **Effective Strategies for managing talent in economic downturns**

- How firms cope when some of the key employees are made redundant: Creating new strategic alliances
- Fostering professional growth, continuous learning and career advancements for employees
- Boosting the morale and motivation of employees
- Creating an environment that encourages interaction and effective communication between employer and employees

## *Method of delivery*

The workshop is designed to allow participants to share their own knowledge, skills and experience in facilitator led discussions, case study analysis and group activities. The activities have been developed utilizing case studies of both fictitious and real live organizations to provide the opportunity to participate in “hands on” application of theory.

## *Learning outcomes*

On completion of the course, participants will:

- Understand the big picture issues that are making employer branding such a critical aspect of managing an organization;
- Understand where to start identifying the organization’s brand image and developing a strategy to drive it;
- Have a comprehensive knowledge of what people initiatives are required to underpin the brand.

***Date:***

**Saturday - June 20th, 2009**

***Venue:***

**Lahore Chamber Of Commerce and Industry,**  
11-Shahrah-e-Aiwan-e-Tijarat, Lahore, Punjab, Pakistan - 54000.  
Phone: +92-42-111-222-499

***Investment:***

Total workshop fee is **Rs 13,800** per person.

*Includes :Training Manual, Group Photo, Certificate, Buffet Lunch, Tea and Networking*

**Early Bird Discount:**

**Register Before June 3rd and pay only Rs 12,500 per Person**

**Discount -After June 3rd**

**Confirm 4 or more nominations and get a 12% Discount**



**About The Trainer:**

**Marryam Chaudhry** is an intuitive strategy and change management specialist facilitating the business sector by tactically devising Management and Marketing plans to maximize profits and achieve organizational objectives.

She has many years of industry experience behind her along with being a qualified speaker and trainer. She has also been featured in an International Women CEO's Magazine and given a number of international radio interviews as well.

Marryam has first hand experience of problems faced by expanding organizations and has helped them through with her fast paced solutions, creative techniques/ideas coupled with her expertise in Management & Marketing areas. She is enlisted on the panels of Lahore Chamber of Commerce and Industry, SMEDA (Small and Medium Enterprise Development Authority, WBIC (Women Business Incubation Center) as well as numerous other organizations.