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The Employer Branding Lab
Presented by Carpediem

1 DAY

Session One:

Employer Branding - A Prologue

- Understanding the universe of employer branding
- The dilemmas associated with the discipline

Session Two:

Anatomy of a Brand through a Marketer's Lens

- Insights on how marketers build brands
- Exposure to some of the theories & models used

Session Three:

Evolving a framework for Employer Branding (EB)

- Integrating brand perspective into the HR context
- The Brand Mettle model for Employer Branding

Session Four:

Making the Employer Branding Effort Count

- Setting objectives for your employer branding efforts
- Defining measures to determine return on investment

Session Five:

The long and short of the EB process

- Knowing the step by step process of evolving the employer brand
- Acquiring skills to make the HR professional a brand champion
- Understanding the relationship between the Corporate Brand and Employer Brand
- Exposure to the role and usage of quantitative and qualitative research in employer branding
- Defining Employee Value Propositions (EVPs) and the Employer Brand
- Learning to deliver on the EB promise to employees and externally

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2 DAY

Session One:

'Drawing board to Billboard' - directing impactful communication

- Shapes and sizes of creative agencies and picking one that works best for your brand
- Developing a clear and inspiring creative brief
- Evaluating creative work
- Feeding the creative team the bitter or sweet pill
- What's this creative type all about?

Session Two:

The Gold Class in Employer Branding Communication

- Benchmarks and best practices across media

Session Three:

Showcase your EB success stories

- Participants share their EB related experiences

Session Four:

A repository of Go-To resources

- Introduction to books, forums and online resources for employer branding

Session Five:

Charting the course for your Employer Brand

- Participants create or refine a roadmap for the EB of their organization