# WEBINAR: Employer Branding 101



### Overview

Employer branding has long played a significant role in the overall marketing strategy of a business. A company's identity, a carefully designed fusion of its vision, mission, character, culture, and personality, ultimately attracts and retains its employees.

Employers must ensure they present themselves effectively to necessary talents when the employment market is the most unpredictable it has ever been.

## Objectives

To enable participants to:

- understand what employer branding is
- create and propose company's Employer Value Proposition (EVP)
- improve talent attraction using employer branding

## Who Should Participate

- Talent Acquisition and Sourcing Professionals
- HR General Practitioners
- Business Owners and Hiring Managers

## Key Topics

I. What Is Employer Branding?

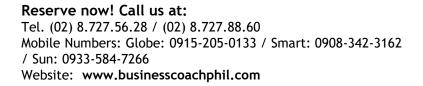
II. Employer Branding Vs. Recruitment Marketing

III. Debunking Employer Branding Myths

IV. Partnering with the Business to Create Your Employer Value Proposition (EVP)

V. Employer Branding Practices in Talent Acquisition

VI. Starting and Strengthening Your Employer Brand - In a Cost-Effective Way





#### Duration

• 6 hours (via ZOOM)

#### Webinar Fee

 Php 3,500.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

#### Requirements

#### Reservation

• Please call to register (0915.205.0133|0908.342.3162 | 0933.584.7266|(02) 8.727.5628) or use the registration form below. Kindly fill-out and email to businesscoachphil@gmail.com. You will receive a confirmation within 48 hours.

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• Kindly email deposit slip or screen capture of payment details (indicate name of participant and seminar title) to confirm reservation.

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

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