

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

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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

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

Reservation

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