

Product Specification: BRS

Employer Branding

Overview

Does the external perception of your brand match the internal experience of your staff? Organisations make huge investments in their brand, growing its value into a prized asset. However, the overall brand will be weakened through neglect of the employee experience. When employees do not understand the brand proposition, or their responsibility in delivering the brand promise, it compromises the brands value and will have a negative impact on the organisation.

Who Should Attend?

HR professionals, Business Owners, Entrepreneurs, Directors and Senior Executives and marketing personnel involved in issues concerning employee performance.



Learning Outcomes

This course will cover the following:

- What is employer branding?
- The benefits of a successful employer brand
- How a defined set of values underpins the employer brand
- How to communicate the employer brand through the workforce
- How the employer brand manifests itself through the organisations culture
- How to attract, develop and retain employees to sustain the employer brand

Symposium Training Contact Details

Hayley Griffin

Unit F, 44-48 Shepherdess Walk
London, N1 7JP
P: 020 7231 5100
E: hgriffin@symposium-events.co.uk
www.symposium-events.co.uk

Sample Programme

9:30 – 10:00 Coffee and Registration

Session 1: Fundamentals

- 10:00 – 11:00
- What is the Employer Brand?
 - What are the benefits of a strong Employer Brand?
 - Why is Employer Branding important to HR?
 - What is employee engagement?

11:00 – 11:15 Morning Refreshment

Session 2: Strategy

- 11:15 – 12:30
- Overview of key brand criteria:
 - Purpose, Vision, Values, Mission Statement, Proposition, Positioning, Personality and Audience
 - Evaluate your existing Employer Brand
 - Focus on Values
 - Employer Brand Proposition

12:30 – 13:15 Lunch and Discussion

Session 3: Implementation

- 13:15 – 14:30
- Communicating the Employer Brand
 - Brand delivery through employees
 - Building an Employer Brand Culture
 - Brand Champion and Brand Ambassadors

14:30 – 14:45 Afternoon Refreshment

Session 4: Sustainability

- 14:45 – 15:45
- On Brand – Off Brand
 - Recruitment
 - Induction
 - Learning and development
 - Reward and Recognition
 - Measuring Success

15:45 – 16:00 Conclusions and Actions