

Agenda

Employer branding – Finding and retaining the right employees

Time	Topics
09:00 – 10:00	Introduction: Employer branding <ul style="list-style-type: none">▪ Welcome, warm-up and creative round of introductions of the participants▪ Impulse lecture "The power of strong employer brands" as an introduction to the world of employer branding
10:00 – 11:00	Building a strong employer brand <ul style="list-style-type: none">▪ Understanding the employer brand strategy as the foundation of employer branding and a strategic guardrail▪ Getting to know the brand steering wheel as a holistic tool for capturing employer brand identity and a basis for deriving central values as well as a differentiating great-place-to-work message
11:00 – 11:30	Case study 1 <ul style="list-style-type: none">▪ Capturing employer brand content with the steering wheel according to ESCH.
11:30 – 12:00	Successfully implementing the employer brand strategy internally <ul style="list-style-type: none">▪ Implementing the employer brand effectively in the company
12:00 – 13:00	Lunch break
13:00 – 14:00	Successfully implementing the employer brand strategy externally <ul style="list-style-type: none">▪ Ensuring the effectiveness of the communicative implementation
14:00 – 14:30	Case study 2 <ul style="list-style-type: none">▪ Putting employer communication to the test
14:30 – 15:30	Ensuring a consistent applicant experience in line with the brand <ul style="list-style-type: none">▪ Taking the candidate journey into account and choosing the right recruiting contact points▪ Optimizing the candidate experience through a consistent employer brand experience



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15:30 – 16:00	Case study 3 <ul style="list-style-type: none">▪ Designing recruiting touchpoints in line with the brand
16:00 – 16:30	Using valid approaches to monitor the success of employer branding <ul style="list-style-type: none">▪ Getting to know relevant key performance indicators and measurement approaches
16:30 – 17:00	Spotlight and conclusion <ul style="list-style-type: none">▪ Joint discussion of current issues from the group of participants▪ Lessons learned and key messages
