

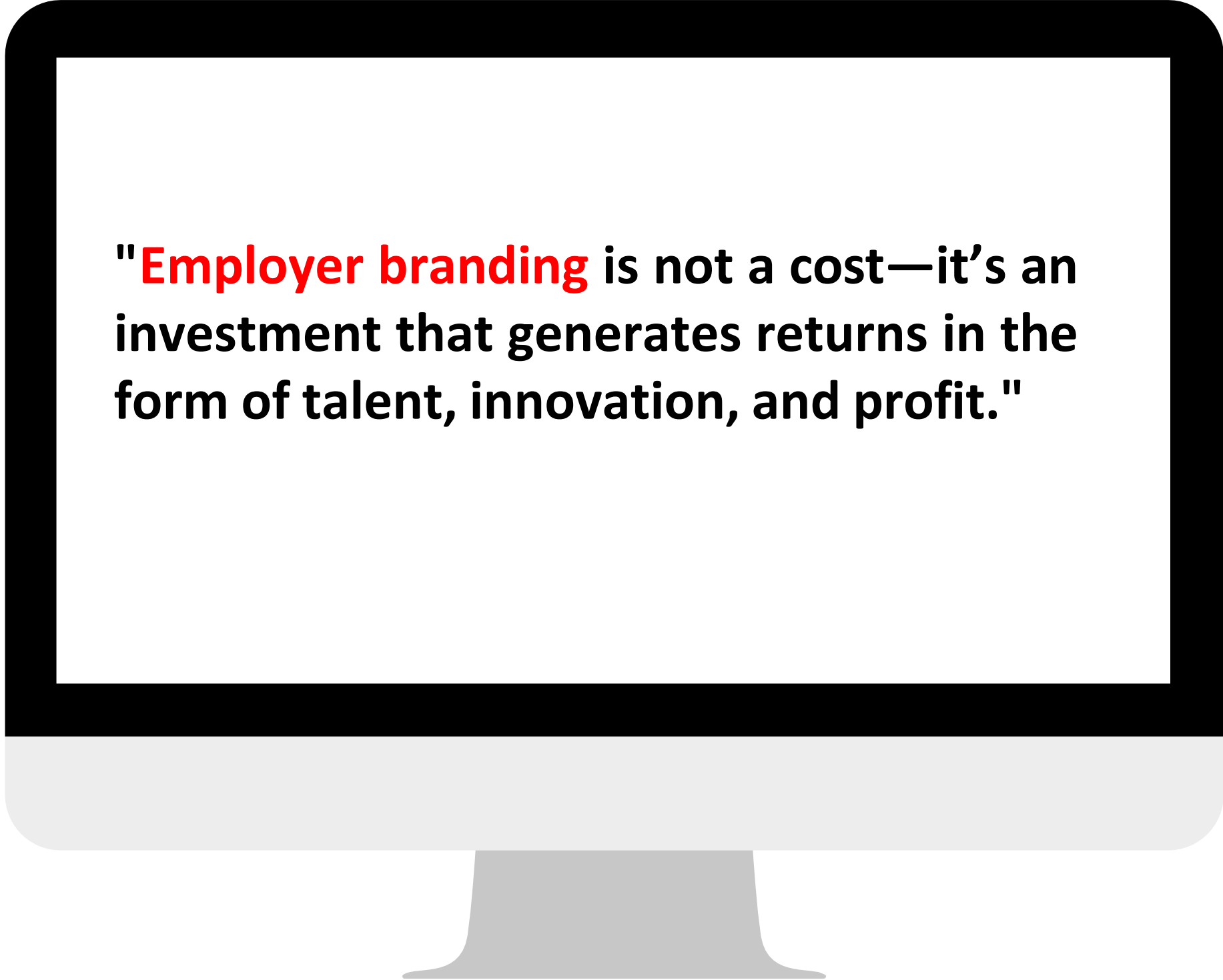
Employer Branding

101

Purpose

This one-day **Employer Branding 101** workshop will provide participants with a comprehensive understanding of how to **build, manage, and implement** an impactful employer brand.

From defining your Employer Value Proposition (**EVP**) to navigating macro factors, this workshop is designed to equip HR professionals, business leaders, and communication teams with the tools and insights to elevate their employer brand.



"Employer branding is not a cost—it's an investment that generates returns in the form of talent, innovation, and profit."

Outcomes

- Advanced understanding of **Employer Branding (EB)** and its impact on talent attraction and retention.
- Enhanced knowledge of **EVP development** to better align company values with employee experience.
- Increased confidence in your ability to **communicate a strong and consistent** employer brand **internally and externally**.
- Improved understanding of how **branding strategies** can solve key **recruitment and retention challenges**.
- Deeper insight into the nuances of EVP and EB frameworks, and how they drive **organizational success**.
- Hands-on experience with **real-world case studies**, expanding your expertise in applying employer branding strategies effectively.



Why should you attend

- Understand **employer branding** and its role in talent attraction and retention.
- Learn the basics of **creating an EVP**.
- Explore how branding impacts **employee engagement**.
- Gain insights from case studies and best practices.
- Familiarize with key **recruitment marketing strategies**.
- Learn basic tools for **assessing** employer branding efforts.

Goals achieved through the program

Target Audience

This is ideal for anyone with a minimum of 2-3 years of employer branding, corporate communications, or HR experience, or a Talent Acquisition professional who wants to build depth around strategic Employer Branding and EVP.

1

EVP

2

Marketing for non-marketers

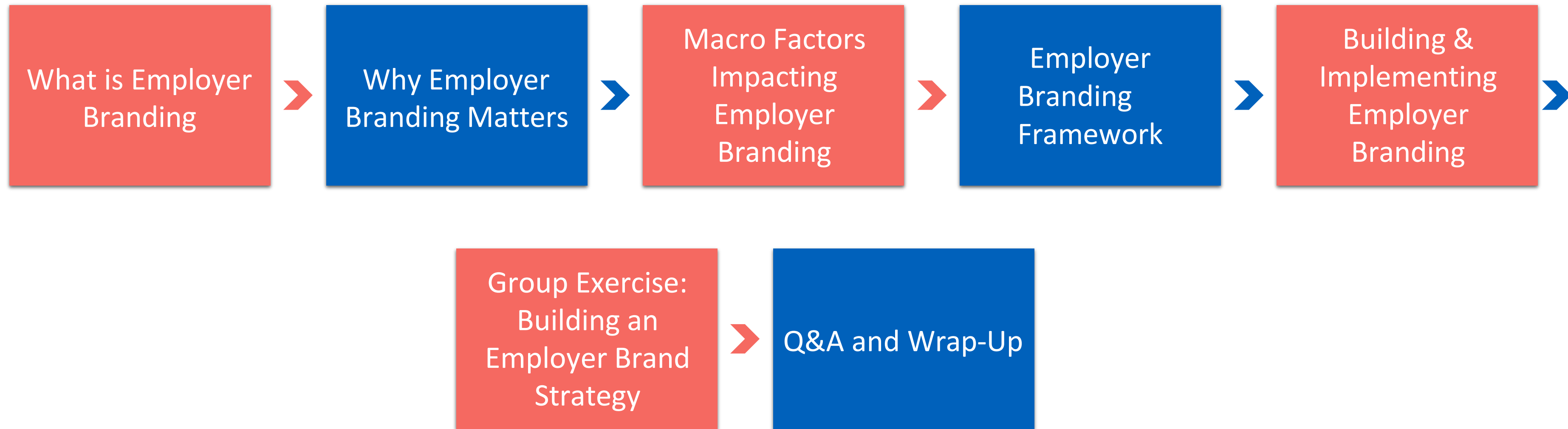
3

Corporate Communication

4

Organizational Culture

Program Outline



Workshop Coverage

1 – What is Employer Branding?

- Definition of employer branding
- Debunking myths
- Core elements of an employer brand

2 – Why Employer Branding Matters?

- Business impact of a strong employer brand
- Influence on talent attraction, retention, and engagement
- Long-term organizational benefits



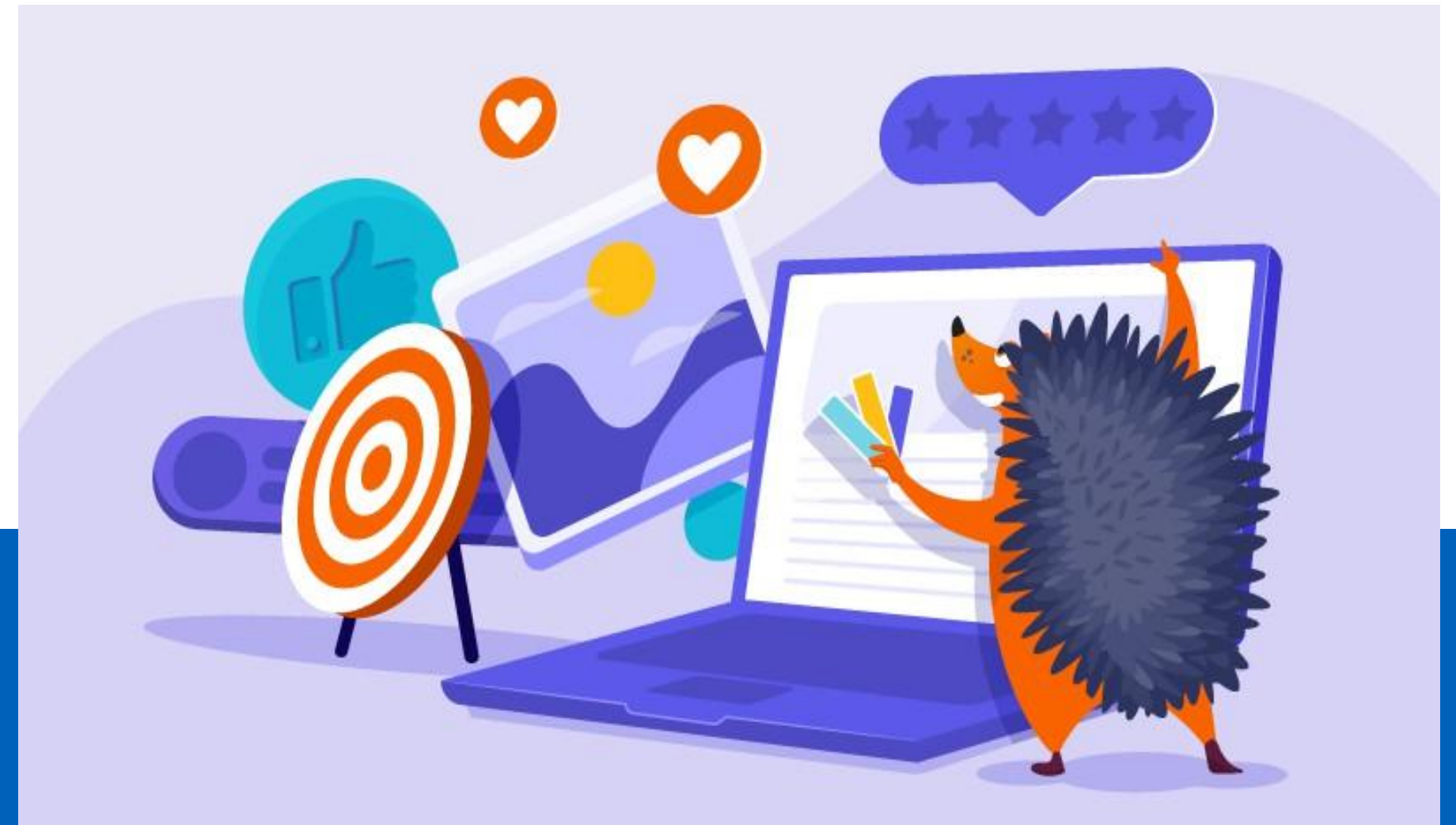
Workshop Coverage

3 – Macro Factors Impacting Employer Branding

- Economic conditions
- Labor market supply and demand
- Legal and regulatory changes
- Competitor analysis

4 – Employer Branding Framework

- Identity: Purpose and EVP
- Culture: Leadership, core values, ecosystems
- Storytelling: Talent advocacy, recruitment marketing, communication plan



Workshop Coverage

5 – Building & Implementing Employer Branding

- Conducting internal and external audits
- Refining the EVP
- Developing a communication strategy
- Internal and external rollout

6 – Case Studies & Group Exercise

- Real-life examples of successful employer branding
- Group activity: Developing an employer branding strategy
- Presentations and feedback



Workshop Facilitator



Izzah Zaineb Siddiqui
Talent Branding & EX Consultant (Pakistan)
The Talent Accelerator

Izzah is an experienced **Employer Branding & Culture** Consultant. She specializes in enhancing employer brands and developing compelling **Employer Value Propositions (EVP)**. She crafts strategic initiatives that elevate company profiles, attracting top talent, and fosters a positive workplace culture. She empowers organizations to articulate and deliver unique employer promise, ensuring they stand out in a competitive talent market. Her projects deliver practical, actionable insights tailored to the specific needs of each company, driving impactful and sustainable employer branding efforts. She has worked with technology, finance, healthcare, and manufacturing clients.

SHOULD YOU WANNA KNOW MORE



The Talent Accelerator



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