

Employer Branding **Champions** Program



April 27th-28th, 2026



NASTP, Karachi



Full Two Days

Purpose of the workshop

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The Employer Branding Champions Program is a **two-part strategic workshop** designed to help organizations *intentionally* structure **employee advocacy** across HR, Marketing, and Communications.

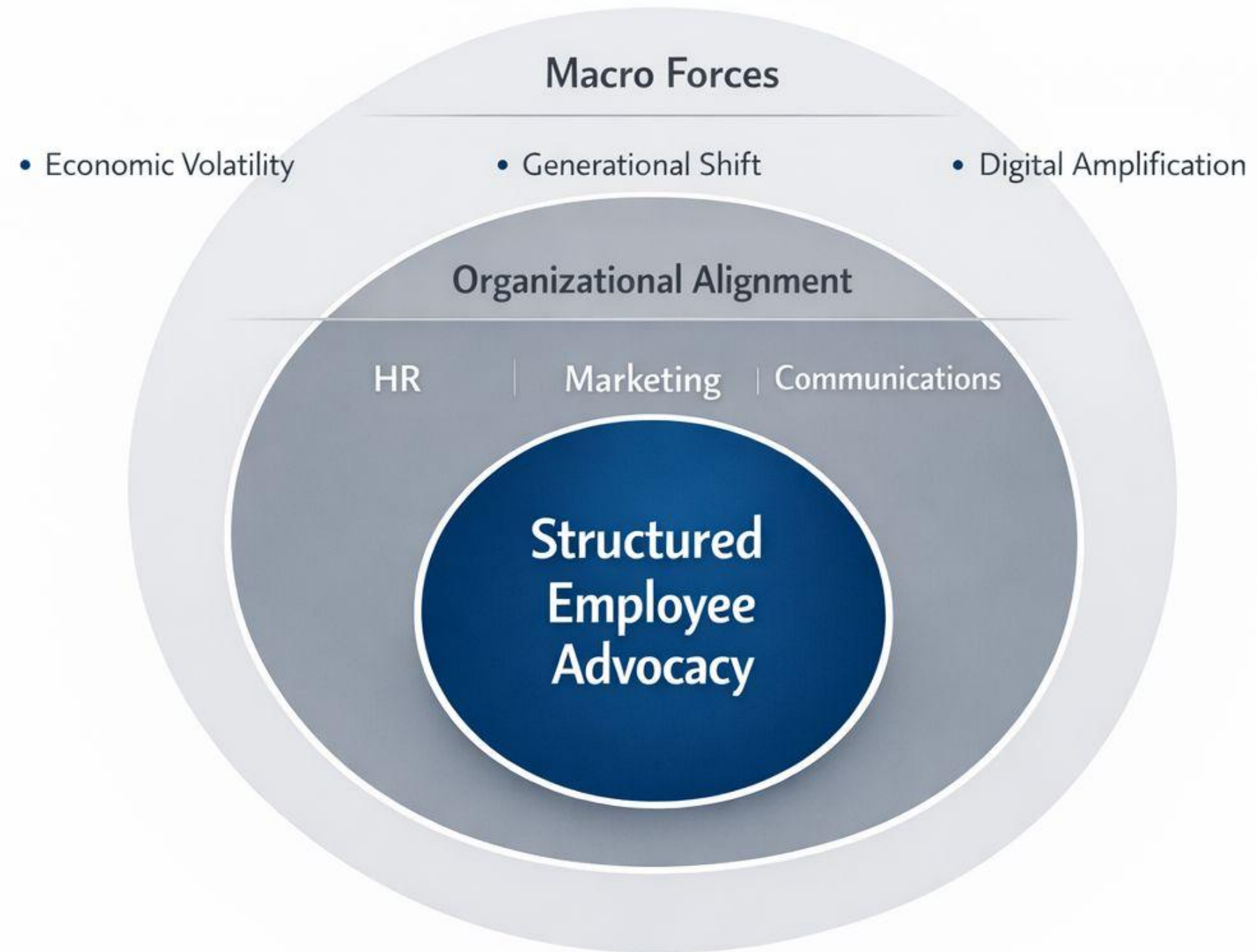
In today's environment, culture is interpreted *publicly* and **perception** shapes **hiring decisions, leadership credibility, and customer trust**. Most candidates research employer reputation before applying, and generational expectations increasingly influence where people choose to work.

Corporate brand and employer brand now intersect more than ever.

This program helps organizations move from informal visibility to **intentional alignment** - building a structured framework that supports **credibility, governance, and measurable activation**.

This is not a motivational session. *It is capability design with real outputs.*

The Advocacy Ecosystem



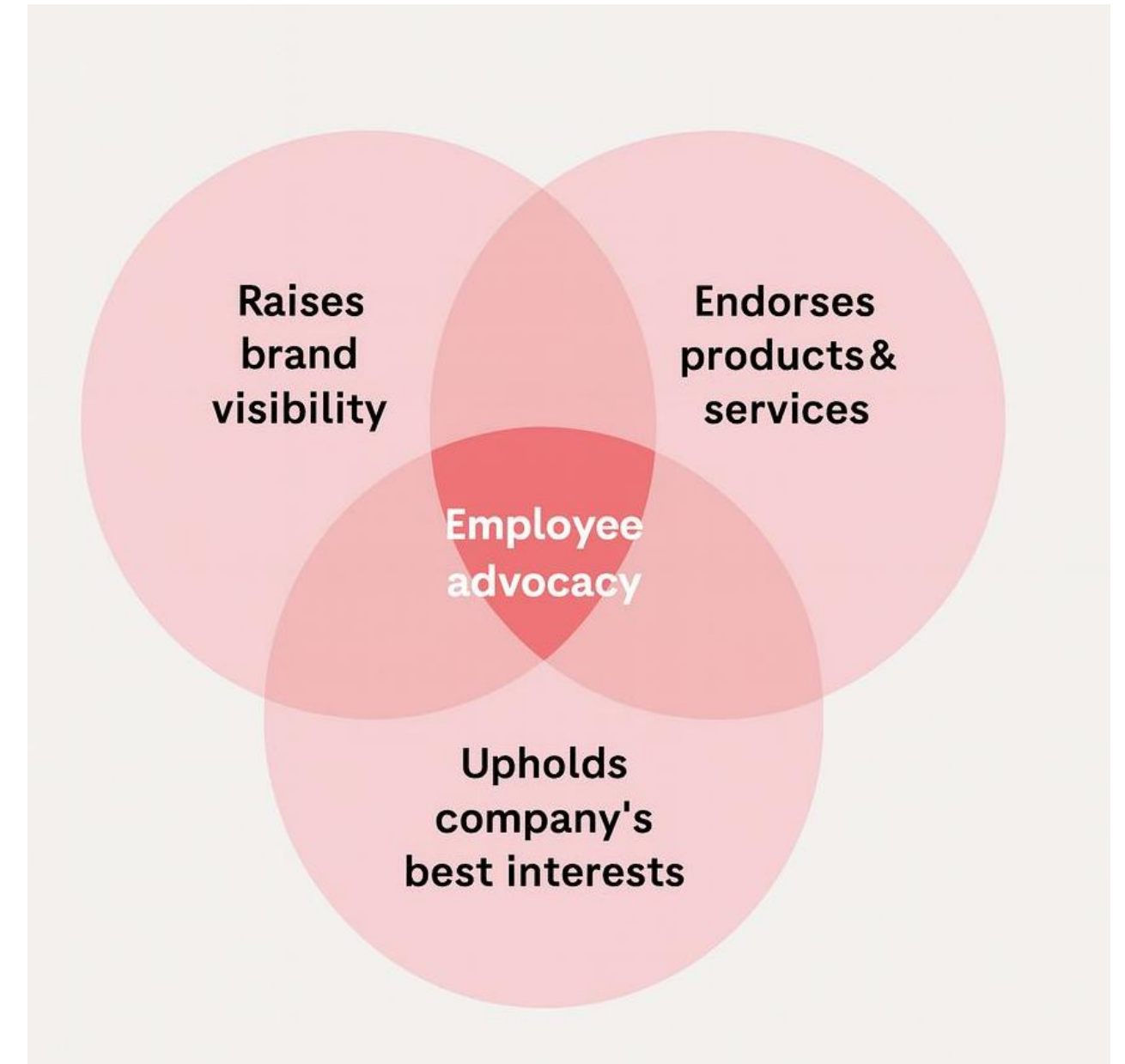
Outcomes of the workshop

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By the end of the program, participants and their organizations will have:

- ✓ A clearly defined Ambassador Selection Blueprint
- ✓ Validated Story Pillars aligned with leadership
- ✓ Referral and Outreach Templates ready for use
- ✓ An Escalation and Governance Guide
- ✓ Ready-to-refine Content Drafts
- ✓ A structured 90-Day Activation Plan
- ✓ Signed Commitment Charters from participants

Participants return to their organizations not just inspired but equipped with working documents and defined next steps.



Who Should Attend the workshop

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This program is designed for cross-functional participation. It is ideal for:

- ✓ HR and Talent Acquisition leaders
- ✓ Marketing and Communications professionals
- ✓ Mid-level managers driving culture initiatives
- ✓ High-potential employees identified for advocacy roles

Employer visibility and credibility are not owned by one department alone. Alignment across functions is essential.



Structure of the workshop

Workshop Structure

Two intensive days focused on designing and operationalizing a structured employee advocacy framework.

Day 1: Build the Architecture

- Establish the business case and cross-functional alignment
- Define ambassador selection logic and role clarity
- Identify 4–6 core story themes aligned with business priorities
- Clarify voice boundaries and potential risk areas

Participants then work in groups for 45 minutes to develop Version 1 of their Advocacy Architecture.

The Storyteller

Amplifies authentic culture and makes invisible work visible.

The Talent Magnet

Strengthens referrals and engages talent intentionally.

The Brand Guardian

Understands responsible digital conduct and escalation clarity.

The Culture Catalyst

Activates internal pride and belonging.

Workshop Structure

Day 2: Refine & Operationalize

- Strengthen governance and escalation pathways
- Develop outreach, referral, and content templates
- Define ownership across HR, Marketing, and Communications
- Build a measurable 90-day activation roadmap

Participants are given 45 minutes to refine, pressure-test, and complete their Advocacy Architecture before final consolidation.

What We Cannot Control vs What We Can

What We Cannot Control	What We Can Control
<ul style="list-style-type: none">• Economic shifts• Public scrutiny• Generational expectations	<ul style="list-style-type: none">• Alignment• Messaging clarity• Governance• Activation

Why this workshop?

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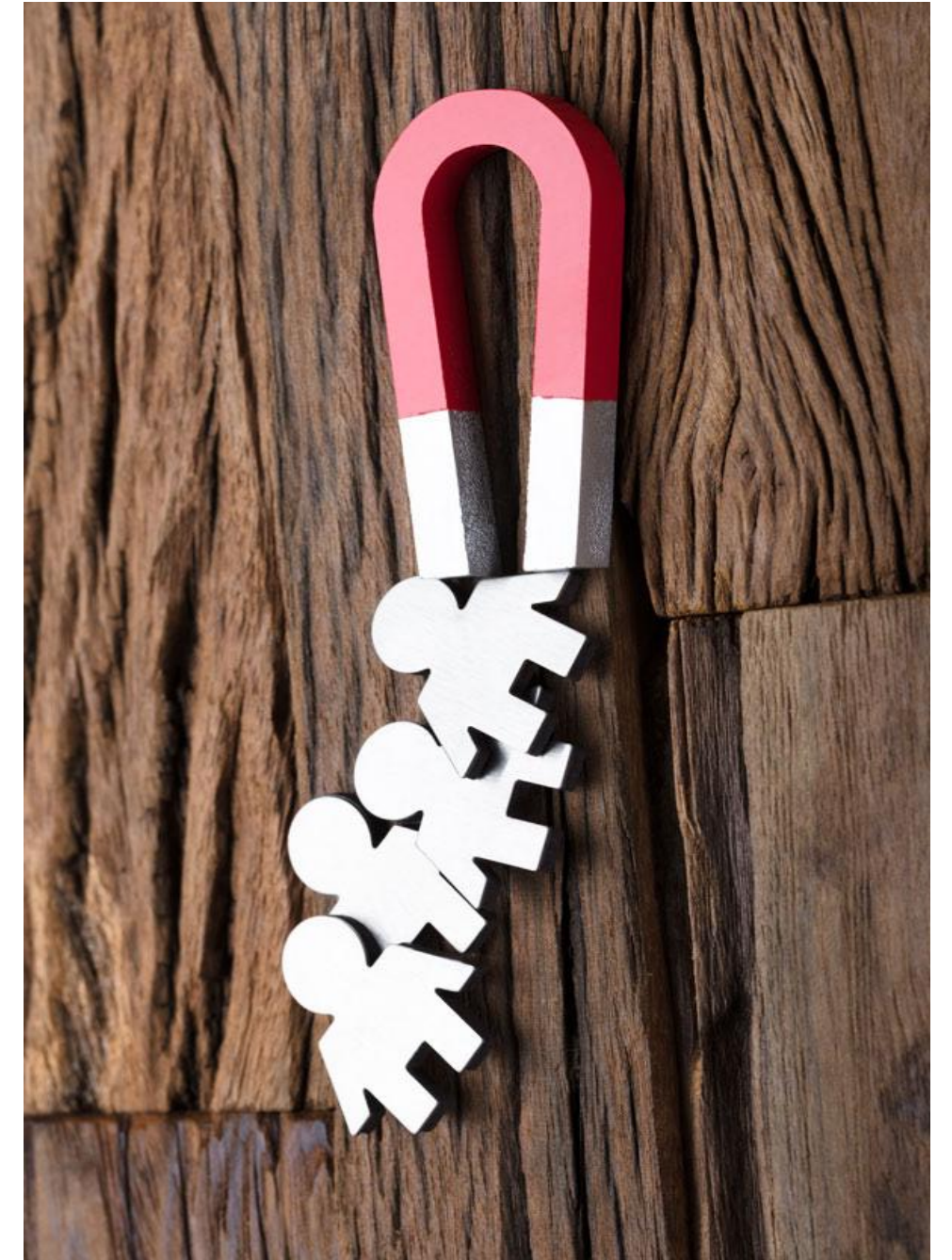
Work has changed structurally. Transparency is no longer optional. Employees speak publicly, candidates research deeply, and narratives travel faster than formal communication.

Research consistently shows that employer perception influences applicant behavior, referral strength, and overall brand trust. Inconsistent messaging across HR and Marketing weakens credibility. In volatile environments, informal advocacy increases reputational risk.

Organizations cannot control economic uncertainty or generational shifts. They can control alignment.

This workshop helps organizations build that alignment intentionally - defining clear roles, governance, messaging pillars, and a practical rollout plan that connects culture with visibility.

Strong organizations do not wait for misalignment to expose gaps. They design structure early.



Workshop **Facilitator**

Workshop Facilitator



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

Izzah Siddiqui is a leading Employer Branding Consultant and Corporate Trainer with over 11 years of experience in HR, branding, and leadership development. She has worked with global and local organizations to enhance professional presence, shape workplace cultures, and create authentic personal & employer brands that drive career growth. Her sessions are engaging, insightful, and filled with actionable strategies that professionals can implement immediately.

Workshop Investment

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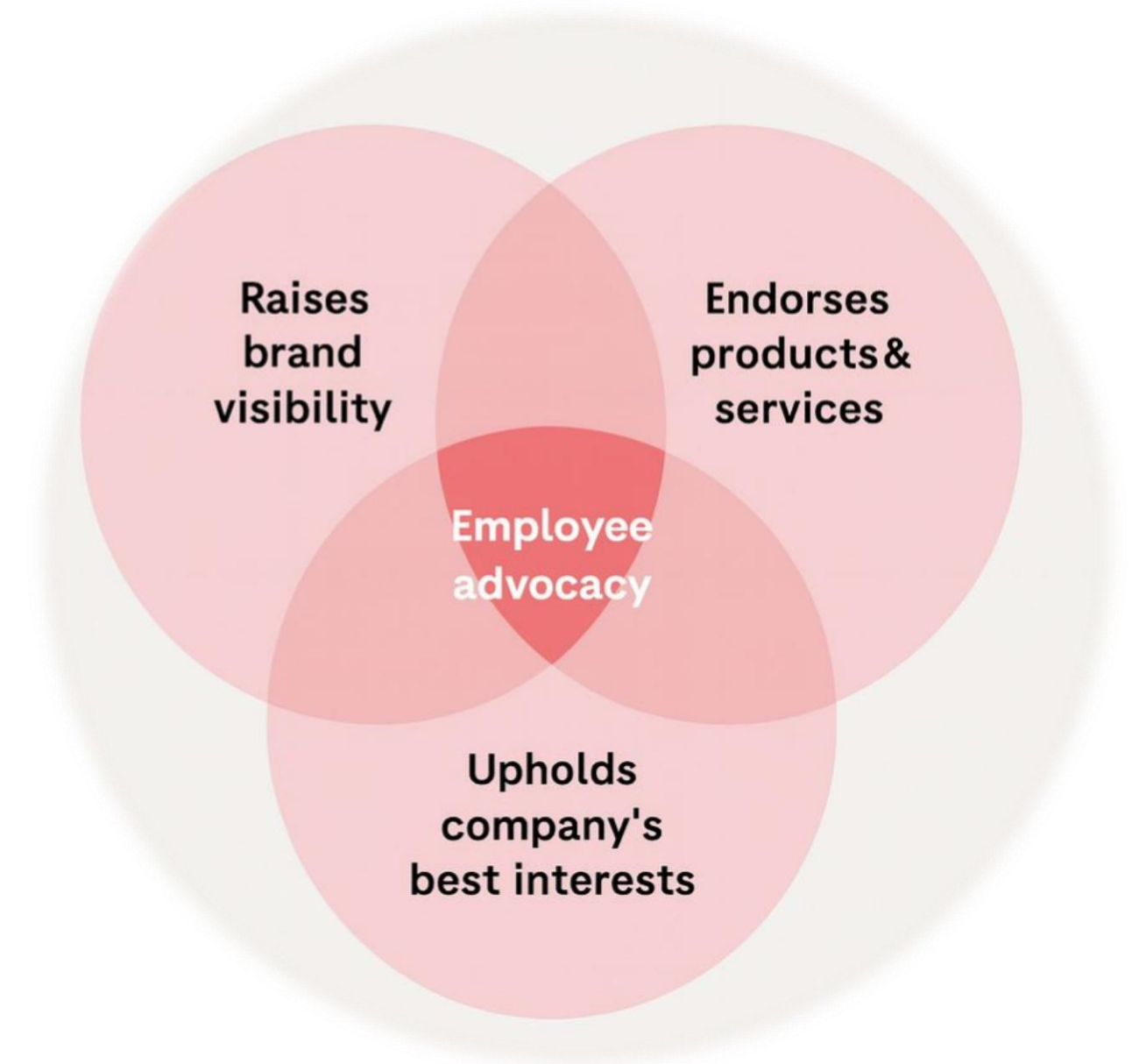
Two full workshop days

With a structured application gap between sessions

Training Fee: 55,000 PKR + tax per participant

Includes all workshop materials, structured templates, activity tools, and certification.

Cross-functional participation is strongly encouraged.



SHOULD YOU WANNA KNOW MORE



The Talent Accelerator



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thetalentaccelerator



lzzah.siddiqui@the-talent-accelerator.com



www.the-talent-accelerator.com



Singapore / Pakistan