

# Building a Powerful Employer Brand That Attracts and Retains Talent

Strategies to grow your brand from within

**JEROME JOSEPH** | SPEAKER  
STRATEGIST  
AUTHOR

GLOBAL TOP  
GURUS 30 2019  
BRAND  
RANKED  
**No.5**



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to save much more off the Regular Price!

**23**  
YEARS OF  
EXPERIENCE

IMPACTING  
**1000**  
BRANDS

IN  
**33**  
COUNTRIES

&

BEST SELLING  
AUTHOR OF  
**8** BOOKS

**HONG KONG**  
5-6 September 2019

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## LEARN HOW TO

- Encourage employees to "live the brand" and remove traditions and obstacles that hinder delivery of the brand promise.
- Measure the effectiveness of your employer branding strategy and maximise the ROI on your employer branding initiatives.
- Engage senior leadership to ensure they are modelling focused brand messages and leading the charge.
- Align your external and employer branding strategies for a united message in fast- changing environments.
- Develop a global identity to grow your brand on a worldwide basis.
- Cultivate employee behaviour that represents your values, mission, brand and business strategy.
- Reward employees for demonstrating their brand loyalty and become an employer of choice.
- Communicate your brand during radical change.
- Implement the brand as a business asset to positively affect the bottom line.
- Bring your brand to life and encourage employees at all levels to contribute to and deliver the brand promise.
- Build the business case and demonstrate the ROI of your employer branding programme.
- Accelerate the brand building process internally by harnessing your organisation's creative energy.
- Involve the right partners from communications, HR and marketing to line operations etc. to ensure an integrated approach across your entire organisation.

## ABOUT YOUR COURSE TRAINER

### Jerome Joseph , CSP

**Chief Experience Officer and Head Brand Coach of Global Brand Academy based in Singapore**

Jerome Joseph is a best-selling author and thought leader who ranks No. 5 in the world as a Global Brand Guru. He is an award-winning Brand and Customer Experience Strategist and speaker with expertise in Brand Strategy, Digital Branding, Employer Branding, Personal Branding and Branded Customer Experience. With his past experience as a CEO and Board Member of a public listed brand agency and group, Jerome brings real-life brand expertise to the stage.

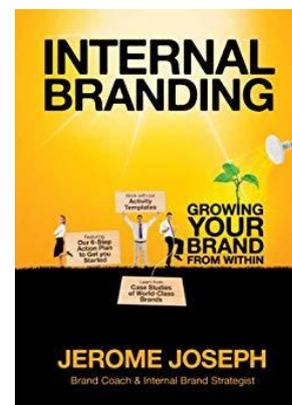
He is a bestselling author of eight books on branding including his acclaimed best seller *Internal Branding: Growing your Brand from Within* and his new bestseller release in 2019, *The Brand Playbook*.

He has over 23 years of global experience, having spoken and consulted for over 1000 brands, including many Fortune 500 companies, in 34 countries.

The combination of real-life consulting experience with Fortune 500 companies, global expertise and proven speaking skills makes Jerome a sought-after speaker and consultant in the market. With his highly infectious personality, fast-paced and interactive style of speaking and storytelling, audiences can expect to be entertained while attaining a wealth of great insights.

Jerome holds the Certified Speaking Professional (CSP) designation which is held by the top 12% speakers in the world as an award for speaking expertise. He was awarded the prestigious Global Speaking Fellow in 2015. Currently less than 1% of speakers globally hold this designation. In 2018, Jerome was recognised as a Top 30 Global Brand Guru and is the only Asian based in Asia to make the list. He is ranked No. 5 in the world.

**All participants get a copy of  
*Internal Branding: Growing  
your Brand from Within* FREE!**



## PAST TESTIMONIALS OF THE COURSE TRAINER

**“Jerome’s presentation was great and provided insights on the subject of branding for Group Audit. At least people now realize that we are not only about doing our job well but to be received and perceived as a brand.”** – *Group Audit Head, Singapore, OCBC*

**“There is never a dull moment with Brand Coach Jerome Joseph. I now understand the importance of branding and I am also able to implement using your template on how to translate vision to behaviour.”** – *Fujitsu Asia Pte Ltd*

**“Jerome is an excellent speaker! Great wisdom and provided lots of insights.”** – *Senior Manager, EPF Malaysia*

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[www.hr-masterclass.net](http://www.hr-masterclass.net)

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## WHY YOU SHOULD ATTEND

- Is management anxious to improve the quality of its employer branding communication?
- Is your employer branding strategy failing to impact your bottom line?
- Do you want to play a critical role in building a workforce of brand ambassadors?
- Do you feel that your organisation could improve employee behaviour and morale?
- Can your organisation improve its brand identity?
- Do you want to recruit the right candidates that fit your employer brand?
- Are leaders in the organisation not demonstrating the right brand leadership skills?

If you answered "YES" to any of these questions, don't worry, you are not alone! Organisations across the globe are struggling with employer branding issues just like these.

Employees are your company's strongest asset, and with the right methods and strategies you can easily create an organisation with happy, productive employees; and at the same time create an organisation that other people would like to work for. More importantly, if you implement the employer branding in the right way, you can make your employees an ambassadorial force that will promote your brand much better than any other advertising or marketing campaign.

In a nutshell you will learn:

### Why is it important for your company?

- Identifying the key benefits of employer branding
- Analysing methods for winning with employer branding
- Learning from other companies

### How will employer branding help you?

- Measuring the benefits of employer branding
- Talent management, recruitment and employer branding
- Employer branding through internal alignment
- Experiential exercises to implement an employer branding programme in your organisation.

## WHO SHOULD ATTEND

This masterclass is designed for Directors, Managers, Senior Vice Presidents, Vice Presidents, Specialists, Officers, Leaders and Consultants of:

- Human Resources
- Internal Communications
- Employee Communications
- Corporate Communications
- Employee Relations
- Employer Branding
- Employee Engagement
- Employee Experience
- Marketing
- Strategic Planning
- Corporate & Brand Identity
- Brand Development
- Brand Management
- Internal and External Marketing
- Business Development
- Public Relations
- Integrated Marketing Communications
- Training and Development

And all who are interested in creating brand ambassadors within their organisations and solidifying their organisation's position as the employer of choice.

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# COURSE OUTLINE - DAY 1

TIME	AGENDA
8.45 am	Registration
9.00 am	<p><b>1. Welcome, Introduction and Delegate Objectives</b></p> <p>Delegates will have a chance to get to know each other and discuss any topics or challenges that will be useful for training purposes.</p> <p><b>2. Introduction to Employer Branding</b></p> <p>There was a time when an organisation's brand was considered strictly a marketing and advertising tool. Today, an organisation's brand is one of its single most powerful sources of competitive differentiation. Companies with strong and well-respected brands deliver far more than products and services. They deliver an experience that is targeted, differentiated, and predictable. This experience comes to define the way all of its stakeholders and crucially their employees, think about the company. It drives their expectations and ultimately, their loyalty.</p> <p>Employer branding has become one of the most important segments of an organisation's branding strategy. If the organisation isn't aligned and focused on the inside to deliver on the brand promise, it fails to deliver on stakeholders' expectations.</p> <p><i>"A brand is the personification of a product, service or even entire company." -Robert T. Blanchard (Procter &amp; Gamble)</i></p> <p><b>This workshop is extremely hands-on, intensive, highly interactive and packed full of real-life case studies of brands who have succeeded and who have failed! To maintain the highest level of retention, learning and involvement, all delegates will get to work on a Mock Project using the tools and strategies they have learnt in the workshop.</b></p> <p><b>Case studies to be discussed include brands such as Master Builders Solutions by BASF, Ritz-Carlton, Zappos, Singapore Airlines, DELL, OCBC and other Fortune 500 organisations.</b></p>
10.30 am	Break
10.45 am	<p><b>3. The Art to Building Your Employer Brand</b></p> <p><u>Three Key Principles of Effective Employer Branding</u></p> <p>Principle 1: Employees need to believe, understand and translate their brand as brand champions.</p> <p>Principle 2: Organisations need to attract and retain talent through a strategic internal employer branding process.</p> <p>Principle 3: There are Employee Engagement Principles for creating a branded &amp; energized workplace that drives your brand and culture.</p> <ul style="list-style-type: none"><li>• Defining brands and the internal experience.</li><li>• Diagnosing the current situation.</li></ul>
12.30 pm	Lunch
1.30 pm	<p><b>4. Effectively Communicating Your Brand During Radical Change</b></p> <ul style="list-style-type: none"><li>• Identifying the external benefits that effective internal communication strategies can deliver.</li><li>• Examining the impact of customer on your employer brand.</li></ul>
3.00 pm	Break
3.15 pm	<p><b>5. Breathing Life Into Your Employer Brand</b></p> <ul style="list-style-type: none"><li>• Determining your brand voice and using it to connect with employees.</li><li>• Developing employer branding messages.</li></ul>
5.00pm	End

## COURSE OUTLINE - DAY 2

TIME	AGENDA
8.45 am	Registration
9.00 am	<p><b>6. Aligning Your External and Employer Branding Strategies For A United Message in Fast-Changing Environments</b></p> <ul style="list-style-type: none"> <li>• Developing the internal brand communication plan.</li> <li>• Aligning your organisation internally to deliver on its brand promise externally.</li> </ul>
10.30 am	Break
10.45 am	<p><b>7. Building The Business Case and Demonstrating The ROI of Your Employer Branding Programme</b></p> <ul style="list-style-type: none"> <li>• Measuring the impact of employee communication on the brand.</li> <li>• Creating an employee branding campaign that speaks to the right people.</li> <li>• Recruiting on-brand.</li> </ul>
12.30 pm	Lunch
1.30 pm	<p><b>8. Engaging Leaders and Employees at All Levels to Contribute To and Deliver The Brand Promise</b></p> <ul style="list-style-type: none"> <li>• Implementing a new culture-building initiative that permeates every aspect of your organisation.</li> <li>• Creating more impact with your internal brand by getting the top level to lead by example.</li> </ul>
3.00 pm	Break
3.15 pm	<p><b>9. Capstone Project</b></p> <p>Orienting any organisation to accurately and predictably deliver on its brand promise requires an extraordinary amount of internal alignment and coordination. It means that every function, team, geography, and ideally, employee must be "on the same page", or put differently, rowing in the same direction.</p> <p>Your challenge is to identify and chart a course for how your organisation's brand can be brought to life in all its dimensions. If you accept this challenge, you have a unique opportunity to become a strategic partner and an indispensable member of your organisation's brand delivery team.</p> <p>Throughout the workshop, delegates will be required to work on a mock project. Using tools and strategies that you have learnt from the course as well as from case studies discussed over the past two days, you will be asked to study the context of a mock business case and identify the issues, challenges and strategies relevant to it. The mock project will be facilitated.</p> <p><b>Case studies to be discussed over two days: Master Builders Solutions by BASF, Ritz-Carlton, Zappos, Singapore Airlines, DELL, OCBC and other Fortune 500 organisations.</b></p>
5.00pm	End

## REGISTER NOW

Building a Powerful Employer Brand to Attract and Retain Talent	
Location	Hong Kong
Dates	05-06 September 2019
Price Per Person	<p>Early Bird:  <b>HKD 10,888</b>                      (on or before 26<sup>h</sup> July)</p> <p>Regular Price:  <b>HKD 12,000</b>                      (after 26<sup>th</sup> July)</p>
Group Discount	10% off for Group Registrations of 3 delegates or more
Contact Person for Registration and Group Discounts	<p>[ Hong Kong ]  <b>Adrian Ray</b>                      Project Manager                      Tel: +65 6423 0329                      Email: <a href="mailto:adrianr@humanresourcesonline.net">adrianr@humanresourcesonline.net</a></p>
Amendment / Cancellation Policy	<ol style="list-style-type: none"> <li>1. All bookings are final.</li> <li>2. Should you be unable to attend, a substitute delegate is welcome at no extra charge.</li> <li>3. HR Masterclass Series cannot provide any refunds for cancellations.</li> <li>4. HR Masterclass Series reserves the rights to alter the programme without notice, including the substitution, amendment or cancellation of trainers and/or topics.</li> <li>5. HR Masterclass Series is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of the event.</li> </ol>

## ABOUT HR MASTERCLASS SERIES

As the training division of *Human Resources*, HR Masterclass Series takes a proactive role in organising a regional series of public and in-house training courses across Asia. Together with our conferences and awards shows, these courses form part of a complete suite of events specifically tailored for senior HR professionals.

Courses are conducted in a personalised and interactive workshop setting with practical case studies and exercises from our expert trainer. Delegates will take away global best practices, fresh ideas and customised solutions for implementation back in their organisations.

**HR Masterclass Series is committed to being a trusted learning partner of HR practitioners throughout Asia.**

### Past HR Masterclass Series Delegates were from:

- ABB
- Abbott Manufacturing
- Accounting and Corporate Regulatory Authority (ACRA) Singapore
- Advanced Micro Devices
- Agilent Technologies
- AirAsia
- Alliance Bank Malaysia
- Allianz Insurance
- AmBank Malaysia
- ASTRO Group
- Aviva
- Bank Negara Malaysia
- BASF South East Asia
- Canon
- CapitaLand
- Dell
- DHL
- Discovery Networks
- DSO National Laboratories Singapore
- Energy Market Authority, Singapore
- Federal Express
- Gamuda
- Genting Malaysia
- Great Eastern Life Assurance
- Grey Group
- Hilton Hotels & Resorts
- Housing and Development Board Singapore
- Infineon Technologies
- Intel
- JTC Corporation
- Khazanah Nasional Berhad
- Levi Strauss Asia Pacific
- Malaysia Airlines
- Malaysia Airports Holdings
- Malaysian Communications and Multimedia Commission
- Marina Bay Sands Singapore
- MasterCard
- Maxis Group
- NetApp
- NCS
- PETRONAS
- Pos Malaysia
- Prudential
- S P Setia
- SAP
- Sime Darby
- Singapore National Eye Centre
- Singapore Press Holdings
- SMRT Corporation
- ST Logistics
- StarHub
- Siemens
- Telekom Malaysia
- Tenaga Nasional Berhad
- The Walt Disney Company
- United Overseas Bank (UOB)
- United Parcel Service
- Volvo
- Wartsila
- WorleyParsons
- Yale-NUS College
- Zurich Insurance

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