



Date of Commencement: 20, 22, 27 & 29 Jul 2011
 Duration: 4 evening sessions
 Time: 7.00pm - 9.30pm
 Venue: IACT College
 Fees: RM350 per participant
 HRDF Training Grant: SBL



Employment branding stands alone as the only approach corporate recruiting managers can leverage to guarantee an end to their talent shortage problem. Unfortunately, most corporate recruiting managers spend less than 5% of their budgets on this powerful long-term solution. In direct contrast, firms that have taken the time to invest in building a great employment brand like Google and Southwest Airlines have not only dominated their industries, but they have also turned the common talent shortage problem into a more desirable talent “sorting” problem. If you’re tired of constantly fighting fires and of being continually bashed year in and year out by your managers for failing to produce a high volume of high-quality candidates, it’s time to shift your focus to the only solution that can reduce your job stress and make you a hero.

Objectives:

Upon completion of this course, participants will:

- gain knowledge the importance of employer branding.
- understand the importance of employer branding for recruitment of talents.
- learn how to execute and measure employer branding.

Contents:

- What is Employer Branding?
- Why Employer Branding?
- Understand Your Current Brand
- The Pillars of Brand
- Employer Brand Execution
- How to Measure Employer Branding