



Employer Branding

... to attract, engage and retain your right and best talents!

an open proposal for inhouse program

Background



Organizations often view employer branding as a long-term effort and investment. The purpose is to install perception in our targeted talents that our company is their employer of choice. This is similar with product branding, and has different objectives to the regular hiring process; which aims just to hire someone to fill a vacancy in a certain period of time.

However, the importance of branding should not be underestimated since organization with strong branding will have more capability in hiring the most suitable people, supporting employee retention, promoting employee loyalty and creating a greater overall business image.

There are many ways to create strong employer branding and we are going to discuss some practical ways of doing it in our event!

The Program



- This program is a collaboration between Imago and People Search Indonesia; a leading executive search company
- The program is offered as an in-house program for any corporation that has interest in developing a strong corporate brand in relation to its effort to attract future employee and to help retain its best talents
- It consist of 2 segments, i.e. a short training program and a facilitation program (we can also conduct the training part without facilitation program)
- The objectives of the program is to make sure that corporate staffs who are responsible for building employer brand and recruitment could understand the basic of employer branding stages & tools, and be able to develop and run your own employer branding program

The Facilitator | Taufik Arief



Taufik has been practicing executive search since 2002. He is the Founder & Director of People Search Indonesia (P.S.I), one of the leading retained executive search firms in Indonesia. He has been actively writing recruitment related articles, which mainly published in Global Recruiter (G.R) Magazine; a globally circulated recruitment news provider. He was also part of the global Board of Director of NPA Worldwide; one of the biggest & oldest recruitment network, head-quartered in Michigan - USA.

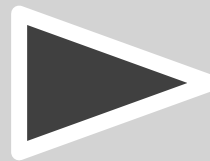
Taufik is passionate about employer branding, and love to help clients to create strong employer brand. Here, he wants to share his knowledge in relation with employer branding to HR & recruitment practitioners who have huge interest on it.



The Outline | Purpose



What's the purpose
of Employer
Branding Activities?
Why shall we do it?



To attract, engage
and retain the right
talents for your
organization

The Outline | The Menu



1. UNDERSTANDING THE BASIC OF EMPLOYER BRANDING



2. UNDERSTANDING THE "DATA ANALYTIC" RELATED WITH YOUR EMPLOYER BRANDING.



3. THE IMPORTANCE OF "EMPLOYER VALUE PREPOSITION (EVP)", AND PATH TO CREATE THE RIGHT ONES



4. SETTING COMMUNICATION STRATEGY AND CHANNELS



The Outline | Important Aspects of EVP



The Outline | Communication Strategy



- What messages do we communicate to the external audience?
- What communication channel will we use to communicate the message?
- Is our internal staff ready to be our corporate (employer) ambassador?

Our Services



Full Training & Facilitation

Note:

- *If any out of country/city is required, all airfare, accommodation are paid by client, at decent type of accommodation*
- *Client should prepare a training room with standard facilities*

Length of program	1 day (7 hours)
Sharing Concept	90 – 120 min
Pre-assignment	Yes
Video Discussion	5 – 7 videos
Worksheet	3
Service Fee	IDR 15 Mln. (excl. tax)

Our Services



Training Only

Note:

- *Training will be conducted online (using Zoom)*
- *We will provide participants with e-certificate and softcopy of the presentation (PDF)*

Length of program	2 hours	4 hours
Sharing Concept	60 min	90 min
Pre-assignment	Yes	Yes
Video Discussion	3 videos	5 videos
Worksheet	1	2
Service Fee	IDR 300K/pax (excl. tax)	IDR 450K/pax (excl. tax)



Contact us:

Email : registration@theimago.com

WA : 0878 8211 5213

PT Imago Global Sukses | The Darmawangsa Square | Basement #37

Jl. Darmawangsa VI, Jakarta Selatan

Phone +6221 7278 0701 | WA +62 878 8211 5213 | www.theimago.com