



# WORLD EMPLOYER BRANDING DAY

13-15 May 2020 | Lisbon

## Voices of INDUSTRY

"Expert insights from leading employer branding partners from around the world on the top 3 key focus areas for building a strong employer brand in 2020"

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# WORLD EMPLOYER BRANDING DAY 2020

13-15 May 2020 | LISBON

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**1. Give your employees compelling reasons to be strong advocates for your company**

The fastest way to build a strong employer brand is by clearly defining the brand experience for your candidates, employees and customers and making sure things don't get lost in systems, processes and policies they experience. Provide leadership training in how to deliver great candidate and customer experiences through your people. Happy customers tell other people about their positive experiences and the same applies with candidates and employees, so if you want to create a team of strong advocates, focus on understanding their needs and work hard to ensure they are aligned with what you can promise and what you can realistically deliver on.

**2. Showcase your unique employer brand**

Standing out in today's competitive market is no easy feat. It takes a collective effort across marketing, HR, communications and PR to develop an employer brand strategy to communicate

authentic insights into what it's like to work for your company.

How you appear online nowadays is as important as the messages you communicate online. Make sure you clearly define online your company's purpose, vision and values as well as providing real insights into what it's like to work at your company through the eyes of your employees using the range of technology we have available today.

**Provide great experiences for your candidates**

Candidates include those that will be your next level leaders, your game changers and who will contribute to the innovation and growth of your organization. Ensure their first impressions are good ones by ensuring their first experience (usually online) with your company is a positive one. Then continue to focus on the moments that matter throughout their experience at your company. Talk openly and honestly to people who are interested in your company through reviews, questions and answers.



*The fastest way to build a strong employer brand is by clearly defining the brand experience for your candidates, employees and customers and making sure things don't get lost in systems, processes and policies they experience.*



Indeed  
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# Wow talent with your unique brand story

Promote your company culture to more than 250 million people visiting Indeed each month.<sup>1</sup> Let them experience what it's like working at your company so you can attract and retain the right talent.

## Showcase your brand

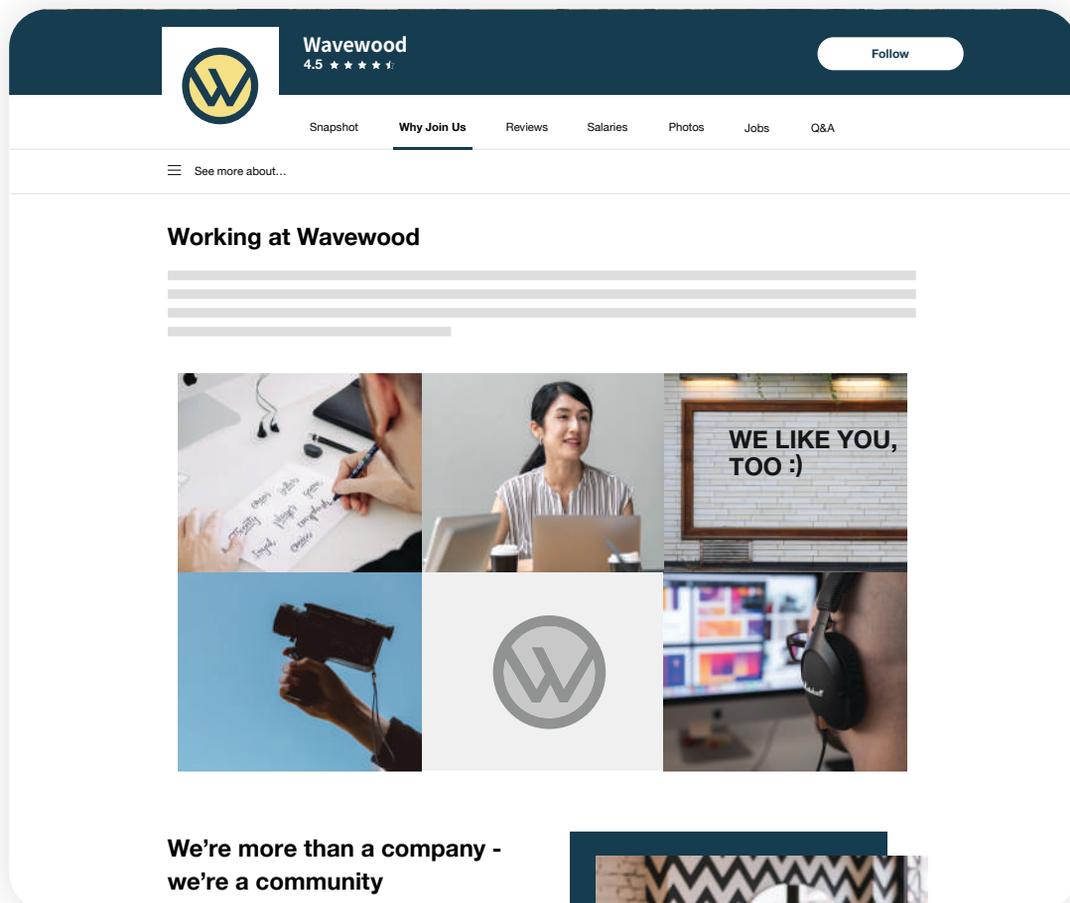
Showcase your unique employer brand — people who visit your Company Page are 4X more likely to apply for a job at your company.<sup>2</sup>

## Engage in honest conversations

Talk openly and honestly to people who are interested in your company through reviews, questions and answers.

## Check your vitals

See who's interested in your company, what employees say about working there and learn how you stack up against the competition so you can better attract and retain talent.



<sup>1</sup>Google Analytics, Unique Visitors, September 2018

<sup>2</sup>Indeed data (worldwide)



*The next decade will see a new era of leadership emerge in the workplace, Employer Brand Leadership. This trend will be driven not only by market trends, but by forward thinking organisations that realise that people are their greatest competitive advantage.*

The next decade will see a new era of leadership emerge in the workplace, Employer Brand Leadership. This trend will be driven not only by adapting to market forces, but by forward thinking organisations that realise their people are their greatest competitive advantage. It is widely recognised now that candidates, employees and customers have a voice and they are using it to influence the employer brand through a plethora of media channels now at their fingertips.

As company's grapple with the challenges of digital transformation and adapting to meet the needs of a multi-generational workforce, leaders need a new approach to attract, engage and retain the talent they need to innovate and grow.

Successful companies over the next decade will be those that are agile, provide great experiences through strong integration across multiple touchpoints (similar to what we expect as consumers with the products and services we use) and strong sentiment among its key stakeholders that is measured in real time.

To prepare for the road ahead we recommend the following three areas for leaders to focus on in 2020 to begin the process to build a sustainable competitive advantage through their people,

### **1. Support**

Build a coalition across traditional leadership functions such as HR, Marketing, Communications, IT and PR to support investment in your employer brand strategy (likely by allocating some of their budgets) by presenting a compelling business case. Build your knowledge and capability in employer brand leadership before you dive in.

### **2. Structure**

Define a new organisational structure or operational model that supports the key strategic functions of employer branding across the full employment lifecycle.

### **3. Strategy**

Build the capabilities and skills across your leadership teams to develop, implement and manage your employer brand for the long term.



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**1. Efficiency through technology**

The scope of preserving a strong employer brand while staying efficient should compel more companies to invest in technology in 2020. With competition for talent at an all-time high, we expect businesses to introduce ways to automate and streamline the creation and distribution of assets, alleviating the burden without reducing their output. The right technology, such as BAM™ from Papirfly, will maintain an uninterrupted and consistent flow of information about a company's identity to both potential recruits and existing employees.

**2. Consistency at the core**

Maintaining consistency across all global employer brand materials is a big focus for 2020. The reputation of companies is more transparent than ever - any disconnect between what an organisation's brand represents and the messages they are sending out will be picked up on and could cause some confusion.

Sustaining messages that are authentic, inspiring and above all consistent with what a brand represents gives audiences a clear sense of who the brand is and why they want to be associated with it.

**3. Global reach, local touch**

As companies expand into locations worldwide, the challenge to keep all teams engaged with core brand values becomes harder. Therefore, finding ways to tailor employer brand messages to adhere with differences in language and cultural nuances across all markets is essential. By collectively establishing the motivations and concerns of people in each location and adapting materials that reflect these in accordance with their overarching values, businesses are in a much better position to attract and retain the very best talent at a local level.



*By collectively establishing the motivations and concerns of people in each location and adapting materials that reflect these in accordance with their overarching values, businesses are in a much better position to attract and retain the very best talent at a local level.*

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*57% of leading organisations are now implementing the candidate experience as a KPI, up from 47% in 2019.*

### **1. Start with the candidate experience**

The way candidates experience your brand during the recruitment process can leave a lasting impression, one that can either enhance or hurt your organisation's reputation. Data from the Top Employers Institute survey of more than 1600 leading organisations across the globe indicates 57% are now implementing the candidate experience as a measurable KPI, up from 47% in 2019. Mapping the candidate experience can capture useful insights into candidates' perceptions: their moments of magic (or misery) at each stage and relevant recruitment tactics and channels to use.

### **2. Be socially relevant**

Employees want to work for organisations that make a positive impact on society, which means that organisations with a socially beneficial purpose enjoy an advantage in the labour market. Two thirds of organisations surveyed have implemented a company-wide communication campaign to ensure employees understand their organisation's value proposition. Candidates,

employees and consumers have unlimited access to information about the impact of organisations in society. Organisations must be proactive in shaping the stories told about them. Ensuring responsible employee behaviour, good customer service, and making sure people are living by organisational values is not only the right thing to do but also imperative to building a strong employer brand.

### **3. Create an exit experience**

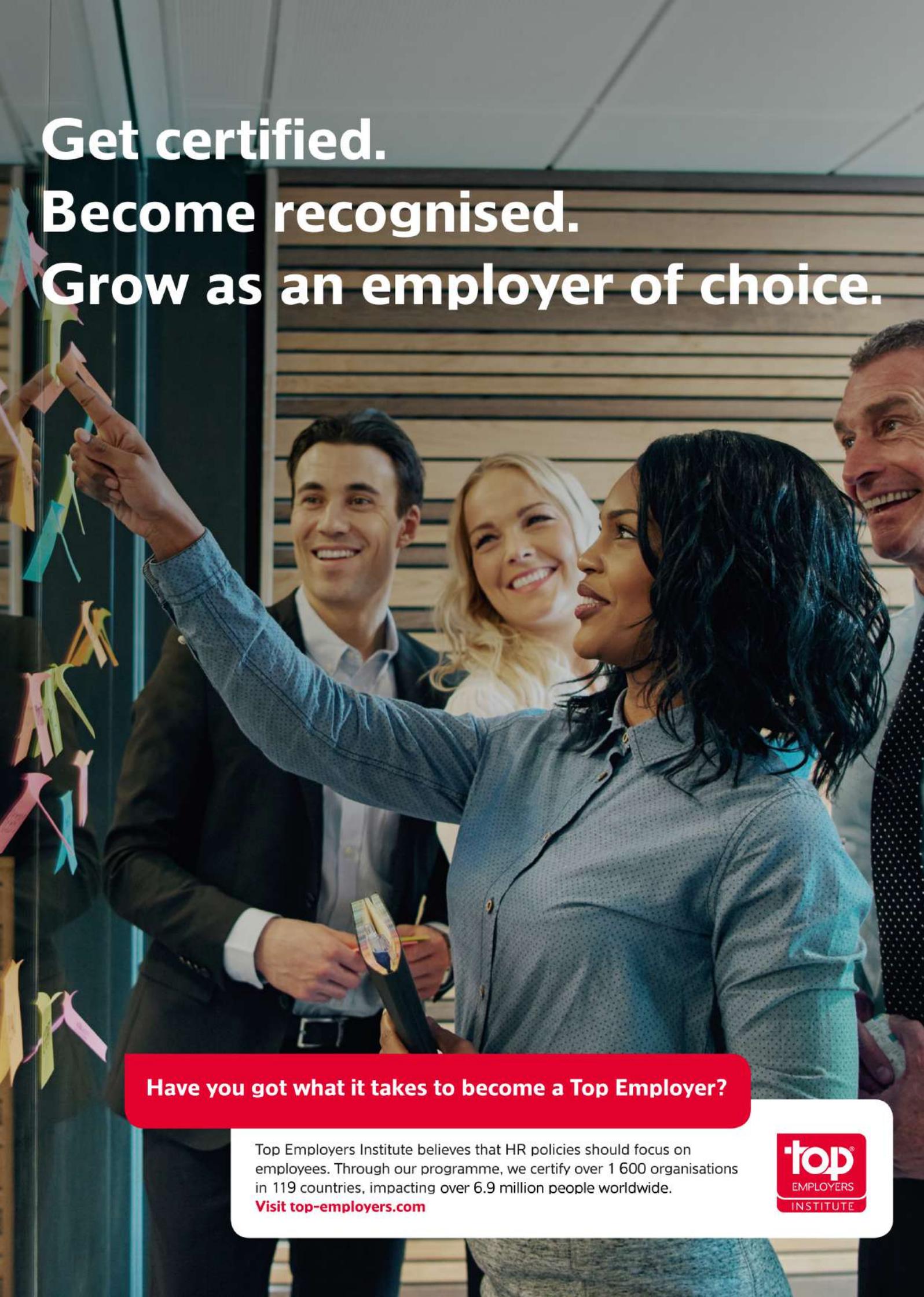
More organisations are creating a consistent, company-wide exit management policy. An engaging exit experience, even for non-regretted losses, can have a positive impact on employer branding. It shows that the organisation wants to address the reasons people leave. In this way, non-regretted losses can become employer-brand ambassadors, too. However, action is needed to win back regretted losses or act upon the lessons learned. With only 30% of Top Employers admitting they have no methodology in place to use feedback from exit interviews, it could be hard for them to improve their people practices.



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*If marketing is all about creating best in class customer experiences, then the role of 'Sales & Marketing' for talent will be ensuring colleagues get a best in class candidate and colleague experience.*

### **1. Talk about the business strategy**

This year, bold HR professionals will be focusing on business strategy. Sometimes, HR has a quiet voice in the boardroom, but the game changers will be those that demonstrate a clear link between talent and business performance, and how the EVP is a catalyst for change. The brave will become 'Sales & Marketing' for talent instead.

### **2. All change at the top**

Smart leadership will be rethinking the remits of their top Marketing, HR and Talent Acquisition professionals. There are similarities across the board, for example, each understands their audience, they engage, they differentiate, and they're all obsessed with data, but, they all vary greatly in their methodologies. Organisations that embrace change now will reap the rewards of more focused teams. If marketing is all about creating best in class customer experiences, then the role of 'Sales & Marketing' for talent will be ensuring colleagues get a best in class candidate and colleague experience.

### **3. Good for the soul is good for business**

The bar is rising when it comes to a business's moral conscience. As individuals reject companies, and even whole industries, based on their social or environmental impact, employers will start rolling out signature moves to change perception. Leading organisations will take massive strides to do good and become the employer's choice through education and training programmes, far beyond traditional CSR. It will be the organisations in the middle of the road that will suffer.



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*Telling people about your brand is good, but getting them to feel your brand, to experience what you stand for is much better. People don't remember mere content, they remember feelings. And experiences are designed to make you feel something.*

To build a strong employer brand is something we all aspire to. We have asked ourselves this question many times before: What key areas require focus to build this employer brand?

**1. First of all, it's authenticity**

If you can't tell real stories, you shouldn't tell anything at all. Nowadays, it isn't too difficult to attract talent. But that's just the first part of the journey. The second part is retention, and without authentic communication, you won't retain people.

**2. Different is better than better**

No great ideas came from trying to turn a great piece of content into an even greater piece of content. But the very best ideas come from the will to be different. By definition, if you try to be different, you're trying to be unique. People love unique stories.

And now, we present you the holy grail of employer branding, aka the third focus area: experience.

**3. Telling people about your brand is good, but getting them to feel your brand, to experience what you stand for is much better**

People don't remember mere content, they remember feelings. And experiences are designed to make you feel something.

So, if you want to build an amazing employer brand in 2020, we highly recommend that you look for unique, authentic stories in your company, translate those stories in experiences, and make sure your experiences are different than what your target audience is used to.



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*Be brave enough to elevate the strengths, benefits and opportunities of your company by leveraging the harsh realities and tough challenges people have to face in order to succeed within your company culture.*

1. Shift the mindset of employer brand towards using it as a smart filter to primarily deter people from applying for vacant roles rather than a device to simply attract more volume of applications. Your employer brand should be strong and defined enough to repel the many in order to compel the minority of candidates that are a genuine positive culture match. If your employer brand is a big magnet to all people, it's not serving you well enough and you risk diluting a culture and overwhelming your recruiters.

**Compel the many, compel the few.**

2. Craft meaningful value propositions that articulate the principles of your culture effectively enough for people to make well informed career decisions. Be brave enough to elevate the strengths, benefits and opportunities of your company by leveraging the harsh realities and tough challenges people have to face in order to succeed within your company culture.

Remember, without adversity, there is no story and so these key ingredients provide what you need to craft stories that resonate with people internally and externally – done well it will elicit a sense pride internally and great respect externally too.

**Your brand of difficult is what makes you different.**

3. For TA, employer brand is designed to better attract a high caliber of culture-matched candidates to your company, deterring those who are not. Internally, EB is primarily there to reduce regrettable loss. Don't be distracted by measuring peripheral new 'EB' metrics before you have the basics covered first.



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*As companies compete for attention in an increasingly mobile-driven and noisy market, stories can be used to create 'thumb-stopping' content, communicate core values and benefits, and involve audiences.*

Organizations must recognize their employer brands are dynamic propositions impacted by corporate news, product innovations, financial markets, and social media. And they're morphing more quickly than ever before. Employer brand teams have to remain agile and adept not just at storytelling, but at distribution.

### 1. Storytelling

For thousands of years, we've used storytelling to share knowledge, educate, and inspire. As companies compete for attention in an increasingly mobile-driven and noisy market, stories can be used to create 'thumb-stopping' content, communicate core values and benefits, and involve audiences. Storytelling helps companies engage the right candidates /current employees and communicate reasons for joining/staying with a business.

### 2. Differentiation

Over the past decade, I've been in countless meetings with C-level executives who say, "we want to be just like Google and Facebook." Each time, my response is the same: "That's nice, but you're not."

Only by being true to who you are as an organization will you attract the right talent. Our focus is to connect what is distinctive about a company with what is important to the candidate. It isn't easy, but it's a critical success factor.

### 3. Digital Distribution

Technology allows for laser-focused targeting and distribution. You need a properly architected digital ecosystem positioned around a powerful career site, a data-driven engine that allows you to understand what content is being read, and a programmatic jobs tool that puts your message front and center. The goal is to put the right job, in front of the right person (internally or externally), on the right platform, at the right time. Right?



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*The role we play must be taken seriously; we can't make empty promises, paint unreal pictures or sell an unrealistic dream. The candidates we attract and the employees we retain are the today and tomorrow of every business we represent.*

**1. Leverage technology and humanise the experiences you have with candidates**

Through integrated talent marketing technology, we have the ability to automate and personalise key elements of the candidate journey, from attraction through to offer, and on to on-boarding. Allowing the technology to do the heavy-lifting allows your recruiters to invest more time and energy into the most important part - building the connection with candidates. Spending more time having deeper conversations, adding more value and delivering best-in-class candidate experiences. All which positively impact and strengthen your employer brand.

**2. Don't forget the real impact Employer Brand has on people's lives**

We're not selling soap powder, pet food, insurance or nappies. We're responsible for connecting employers to talent. We're changing lives, impacting families and fulfilling dreams.

The role we play must be taken seriously; we can't make empty promises, paint unreal pictures or sell an unrealistic dream. The candidates we attract and the employees we retain are the today and tomorrow of every business we represent.

Therefore, being aware of our responsibility will ensure employer brands are more considered and thoughtful in their approach, and in turn will be stronger for it.

**3. Driving brand consistency in everything you do**

To build a strong employer brand we need to ensure we think about how we embed EVP messaging across all touchpoints of the candidate and employee lifecycle. Whilst attraction naturally forms a big part of employer brand activity, we need to ensure we continue to drive consistent (and brilliant) brand experiences across all touchpoints - that's everything from building brand awareness, recruitment marketing, the recruitment experience, onboarding and of course how we speak to our existing employees.

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*Give your people the power to humanise your brand and influence your business' reputation. Truly engaged employees are more productive, more innovative and are your best brand ambassadors.*

### **1. Actually having a good culture**

There's no point in publishing content praising your company culture or expertise if it's not an authentic representation. The same applies to employer branding. The biggest indicator that your employer brand is accurate is if your employees believe it is. So take an honest look at your company culture and see if it matches the employer branding message that you want to promote. Improving employee experience and employee engagement are key prerequisites for building a trusted and authentic employer brand.

### **2. Building trust by amplifying your authentic voices**

Give your people the power to humanise your brand and influence your business' reputation. Truly engaged employees are more productive, more innovative and are your best brand ambassadors. Championing your people by giving them a voice allows them to represent themselves - and your brand - in the most authentic way.

Because people trust people, especially people like them. Create transparent and relatable companies, as these are the ones people buy into, buy from, and work for.

### **3. Bringing your culture to life through video**

Video can really bring out the human connection your audience craves. By bringing your culture to life through video, you give your people a face and a voice to show what it's really like to work at your company. Influencer marketing is everywhere. People are constantly creating content with their phones already. Now, it's businesses that need to harness the authentic voices of their people to build trust. By including everyone, you create a transparent and inclusive community where anyone can be heard, no matter how big or small the company.



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*An employer brand strategy that demonstrates a genuine commitment to building a diverse workforce with an inclusive culture will benefit enormously when it comes to attracting talent, building trust and improving customer relations too.*

### **1. Employee Feedback & Employer Brand Discovery**

With increasing transparency through digital platforms, 2020 will see organisations going further to ensure the brand they promote accurately represents the culture, environment and essence of who they are as an employer. Consistent employee feedback and stakeholder research will be essential for any employer brand strategy, and this will allow organisations to understand how to attract new talent and retain great people too. We expect this leading to more organisations sharing employee centric content to showcase an authentic brand that speaks to candidates in a way that professionally curated / corporate content does not.

### **2. Diversity & Inclusion**

An employer brand strategy that demonstrates a genuine commitment to building a diverse workforce with an inclusive culture will benefit enormously when it comes to attracting talent, building trust and improving customer relations too. In order to build a

strong employer brand, companies should be looking at diversity and inclusion across gender, ethnicity, background as well as those who identify as LGBTQ+.

### **3. Expanding your Digital Presence**

Promoting the employer brand will be a key area of an organisation's strategy and we expect to see more companies broadening their digital presence in 2020. Standing out is key, and with an increase in the number of companies promoting their employer brand on platforms such as Facebook and Instagram, brands will have to share content that excites and engages audiences to see demonstrable ROI from social media. We also expect brands to tap into newer platforms such as TikTok, particularly to promote the employer brand to younger talent pools.



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Building a strong employer brand in 2020 likely requires the same effort that it did in 2019. If you did that well, and you got the results you wanted, then congrats to you! Now, do it again.

If you're starting out though, it's easy to get misled by buzzwords and management jargon. AI, machine learning, design thinking and a 'purpose driven holistic approach' may well all be thrown at you. You should run very fast in the opposite direction.

**Our advice is really simple.**

**1. Firstly, align with your businesses strategy.** We wrote here last year about the best way to get leadership to buy in to an employer brand programme. That's still a key priority. Without investment you stand a far lower chance of building a lasting brand. That alignment begins with showing a business return - it's in the numbers.

**2. Secondly, look at who you are and think 'Inside. Out'.**

You have all the things to express your culture, your power as an employer brand, and your appeal to candidates within your organisation already. Building a strong brand means taking that to the outside world, consistently and with creativity.

**3. Lastly, remember that you're dealing with people and their emotions.**

They can both change direction quickly - and often without good reason. Be prepared to be agile, not only in how you communicate, but what.

If you can reflect the real world rather than some artificial recruitment / retention communications bubble, then you stand a great chance of building interest, attention and love for your brand. That's our definition of strong. Oh, and work with an agency that works hard to understand your challenges.



*Look at who you are and think 'Inside. Out.' You have all the things to express your culture, your power as an employer brand, and your appeal to candidates within your organisation already. Building a strong brand means taking that to the outside world, consistently and with creativity.*



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*Employees galvanized into promoting the company brand play an important role in extending the reach of your employer brand among desired target audiences as well as enhancing the credibility and authenticity of its message.*

An engaging employee experience shapes a killer employer brand.

Whether communicated internally to employees or externally to potential employees, a killer employer brand is one that reflects the authentic experience employees have with the company as an employer. It is this experience that increases employee engagement and pride in the company, making them willing to share why it is their employer of choice. So, what are the 3 trends in employee experience that can help position your organization as a top employer?

### **1. CSR**

Feeling a sense of purpose in one's job, is one of the greatest contributors to employee engagement, as is the sense of meaning that accompanies working for a socially responsible organization. When social responsibility is aligned in the marketplace, workplace, community and environment a holistic perception is created and the employer brand story becomes irresistible.

### **2. Brand Ambassadors**

Employees galvanized into promoting the company brand play an important role in extending the reach of your employer brand among desired target audiences as well as enhancing the credibility and authenticity of its message. A Brand Ambassadors' program, where employees also enhance their own personal brands, is a win-win situation that creates a positive experience and positive awareness for employees and employer alike.

### **3. Learning and Development**

Opportunities for professional and personal development are amongst the strongest drivers for choosing an employer. The trend towards personalized learning means it is now the employees' responsibility to develop themselves, while it becomes the employers' responsibility to motivate and encourage employees to do so.

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*Ask yourself: “How can I bring our employer branding strategy to life the fastest?”*

*Companies that implement the fastest beat their competitors.*

**1. Ask your CEO: “How would it effect our business if we became an employer of choice?”**

The companies that are successful in their employer branding endeavors are those that treat employer branding as a business function rather than a project. Engage your leaders with the mindset of building and operating an ecosystem of employee experience points connected with an integrated approach. By linking all the dots, achieve real business benefits: decrease recruitment costs and increase retention rates.

**2. Ask your employees and candidates: “What inspires you?”**

Our experience is that EVPs have a much stronger effect if you focus on bringing them to life rather than on developing shiny logos and slogans. Experience the power of storytelling: fill your EVPs with real ambassador stories through videos, podcasts and other digital solutions. Both your colleagues and your candidates will be more inspired by credible, authentic content.

**3. Ask yourself: “How can I bring our employer branding strategy to life the fastest?”**

Companies that implement the fastest beat their competitors. Employer branding requires a multi-skill team which poses a challenge in the current labour market situation. Bring your employer branding strategy to life by involving an external multi-skill creative team to join forces with your in-house employer branding expert and start implementing straightaway. Focus on improving project- and stakeholder management skills in-house and outsource all operational tasks such as copywriting, video and graphic design to an external creative partner.



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SPARKLE TO EMPLOYER BRAND



EUROPEAN ASSOCIATION OF  
Employer Branding Agencies



*We know that attractive employer brands appeal to more applicants, but it's important to look at the bigger picture, measuring all stages of the employee experience.*

### 1. Alignment to CX

75% of organisations have increased their customer experience investment since 2018, but if you're expecting employees to deliver an exceptional CX, it's important your colleague experience reflects this.

Start with your people; give them a memorable experience and create meaningful moments that set you apart from others, just as you do for customers. Collaboration between business functions such as HR, brand, marketing and internal comms gives an integrated and unified approach. Customers admire and want to buy from organisations that look after their people, so this will have a positive impact on both your employees and your CX.

### 2. Define what makes you, you

Don't just use an employer brand to dress up attraction and recruitment activity. If you were to hide your logo, are you really different? Building a strong employer brand starts with research - uncover rich insight about your organisation that's authentic, unique and will help to create something you can really hang your hat on.

If you're being bold and creative in your external branding for customers, why not strive for that internally too?

Activate your employer brand clear at every stage of the employee journey, from attraction and recruitment, to learning and development, right through to exit.

### 3. Measure what's important

Employer brand needs to prove its worth as it starts to play a more strategic role in business. This means that traditional metrics like cost-per-hire and time-to-hire, and the outdated annual employee engagement score, are no longer fit-for-purpose.

We know that attractive employer brands appeal to more applicants, but it's important to look at the bigger picture, measuring all stages of the employee experience. The focus should be on measuring the right thing, understanding what's important to your people and putting in place regular pulse checks to give employees the opportunity provide feedback in 'real time'. Get creative with measurement to avoid 'death by survey'.

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*Once the CEO embraces employer branding principles, employees will follow suit.*

### **1. Authentic storytelling**

Storytelling is perhaps the most powerful way to strengthen a brand. Stories are more personal and emotionally compelling than facts, so candidates seek these out. While facts about a company are easily searchable, what's more compelling is to hear answers to questions like "What's a day in the role like?" or "What makes the company culture unique? "

### **2. Employees as your company's influencers**

Influencer marketing in 2020 will be more powerful than any traditional form of marketing. In fact, candidates trust employees 3x more than the company itself - making your employees your most valuable asset. Inviting candidates to help build your brand and tell your company story in their own voice to their unique audiences will not only set you apart but allow you to build ambassador groups that will impact company culture.

### **Get comfortable showing off**

3. Social media today makes it so easy to share quick pieces of content - so don't be afraid to peel back the curtain and give candidates a behind the scenes look. Whether it be capturing lunchtime with colleagues, a team outing or a favorite moment of the month. Continue encouraging your employees to be comfortable with sharing their work-life. These are the moments that matter most to your candidates.



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*Technology is disrupting everything from the way we work to customer expectations. To succeed well into the future, companies must adapt by enhancing their digital infrastructure and technological capabilities.*

### **1. Provide meaningful work**

With new generations entering the workforce who expect the brands they love to stand for something, employers will need to offer more than just a competitive salary and benefits. Increasingly, organisations are focused on defining their purpose – why they exist beyond making a profit – and communicating it to colleagues and candidates. This needs to mean more than just words on a page; it must align with the company’s products and people. When employees are engaged and passionate about the “why” behind the work they do, they’ll perform better, contributing to increased business performance.

### **2. Communicate organisational ambitions**

Technology is disrupting everything from the way we work to customer expectations. To succeed well into the future, companies must adapt by enhancing their digital infrastructure and technological capabilities.

While being a part of an evolving business is exciting, change can create uncertainty for the wider workforce. Communication is critical in helping people connect with the goals of the organisation and understand their role in making them happen.

### **3. Think beyond diversity**

To truly make an impact, diversity and inclusion needs to be more than just a box-ticking exercise. Leadership must commit to fostering an environment that provides opportunities for all people and creates a sense of psychological safety. The best employer brands are built from the inside out; organisations must think beyond attraction campaigns to ensure diverse hires stay and remain engaged. When done right, collaboration among different perspectives leads to innovation, which increases competitive edge.

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*Once the CEO embraces employer branding principles, employees will follow suit.*

In today's ever connected world, anybody with a Facebook or Instagram page can tell friends and potential colleagues about their place of employment. This is one of the reasons why employer branding (EB) campaigns are gaining more momentum.

As the head (and face) of a company, the CEO is its number-one ambassador. However, the CEO is busy running the company and making money for the shareholders. How can they become champions of the organization and embrace EB efforts in 2020?

**1. Make your CEO aware that employer branding attracts good talent**

Potential candidates will scan social media to learn what a company's employees are saying about it. This means employees have to be ambassadors and champions. That can only happen if the person at the helm is an advocate. Once the CEO embraces employer branding principles, employees will follow suit.

**2. Explain that EB is both a top-down and a bottom-up process.**

The CEO is already involved in defining the company's vision, mission, values and principles. All that remains is to participate in the process that brings those messages to lower-level management. Once employees begin carrying the message, the bottom-up process begins, and the EB strategy is truly successful.

**3. Remind your CEO that when candidates check a workplace, they also check the CEO.**

Sites like Glassdoor have become additional job-searching tools. If the CEO is not involved in the company's employee-engagement efforts, potential candidates will know and the employer brand can be severely damaged. If the CEO is pictured as someone very different from the values and DNA the company is trying to create, your EB will not be authentic and therefore empty of substance and perhaps even useless.



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*To truly make a commitment to employee's health and well-being, employers need to lead by example and create a culture of wellness in their organization.*

### **'1. Purpose-driven actions**

As the world is facing environmental problems, businesses have to make sure that they are sustainable. People want to work for responsible and innovative companies and for an employer whose values reflect their own. And the only way to ensure this is to be a purpose-driven company. The ability to make a positive difference to the environment and set more meaningful and impactful goals will not only help to attract best talent but also make the world a better place to live.

### **2. Actual inclusion**

Throughout the years, diversity at work has been repeatedly proven to be highly beneficial. In 2020, business leaders have to ensure its implementation in everyday life. However, diversity without inclusion is not what they should be aiming at.

It is necessary to create an environment where people can actually be who they are, that values their unique talents and perspectives and makes them want to stay in your company.

### **3. Commitment to health and well-being**

Workplace wellness initiatives show that employers truly care about their health and well-being. This includes an emphasis on physical, psychological and financial areas. However, it's not enough to simply offer the chance to participate in wellness activities.

To truly make a commitment to employee's health and well-being, employers need to lead by example and create a culture of wellness in their organization.

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The career website is crucial as it is a place where candidates have their first interaction with the company and where they first meet the employer brand.

So, how to build or improve your employer brand online in 2020?

### **1. The Perfect Candidate Experience**

In 2020, your candidates expect to find jobs using their CVs, but also to receive relevant suggestions and to find pictures and videos of potential employers and their offices. Artificial Intelligence and smart matching algorithms are vital tools to transform your site visitors into candidates!

### **2. Quick Apply**

Candidates are used to purchasing in one click on ecommerce websites! A modern career website should offer the same option, avoiding all kinds of formula. For this, career websites need to be fully connected to the Applicant tracking System.

### **3. Mobile Friendly (of course)**

More than 60% of the traffic comes from mobiles (smartphones and tablets). The user experience and application process must be adapted to all of these devices. A great start for employer branding is having a fast, responsive career website that allows candidates to apply in just one click.

Good news! Solutions like CV Catcher can analyze CVs in real time and match candidate's profiles with the suitable offers in less than 2 seconds! After that, candidates are able to apply in just one click. CV Catcher is also mobile friendly, which allows candidates to take a picture of their CV with their phone, match and apply. This is a SaaS Solution connected to multiple Applicant Tracking Systems (ATS).



*In 2020, your candidates expect to find jobs using their CVs, but also to receive relevant suggestions and to find pictures and videos of potential employers and their offices. Artificial Intelligence and smart matching algorithms are vital tools to transform your site visitors into candidates!*



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*A great employer brand always starts from within.*

### **1. Put culture first**

A great employer brand always starts from within. One case is Scandic Hotels that decided to embark on an empowering journey to meet their business ambition, and the work has paid off. The company has succeeded in building a more inclusive and innovative culture where people can take initiatives creating a much better experience for both employees and guests.

### **2. Share stories from the heart**

It's about authenticity, says Daniel, Communications Manager for Scandic Denmark. Stories about people and everyday life at the hotels, connecting with what's going on in society. Scandic Denmark made the national news with a piece about one of their chefs - being visually impaired and cooking excellent food. This contrasts with Danish employers, where 91% said they would not employ blind people.

Another story concerned an employee who had been unemployed for 24 years before becoming a valued member of the housekeeping staff.

Staff at a hotel recognised for its work on inclusion arranged a spontaneous party for the manager returning with the award. One employee captured the moment on a mobile phone and posted the film to Facebook. The film quickly became one of the most-viewed Scandic films ever, despite poor quality.

### **3. Measure - and keep measuring!**

Scandic has invested in a survey and digital learning program to gain valuable insights and feedback. Results reveal better alignment with the values and greater pride. More employees and guests are now ambassadors who promote Scandic. More people are getting in touch interested in joining the company. The number of guests having a greater experience has increased.

"We see that more sales are connected to the relations and the emotions we create not the information about our rooms, our beds, or being polished." Long-term success depends on connecting power of human feelings.

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*By highlighting the experiences of real diverse employees at your organisation, your employer brand becomes more accessible to candidates from a variety of backgrounds.*

### **1. Create Authenticity through Storytelling**

Modern candidates crave authenticity, and the best way to make your employer brand more authentic is storytelling. By showcasing real stories of life at your company, you can create more persuasive content by providing social proof.

Templated testimonials and stock photography on your careers page may address your key corporate messages, but not your candidates' concerns. Stories provide the content that candidates want and increase the emotional connection towards your brand.

### **2. Showcase Your Diverse Employee Advocates**

Career websites are failing to convert diverse candidates into applicants. According to recent research from PathMotion, 57% of employer branding professionals believe they lose diverse candidates after visiting the company's website, but before applying.

Diverse candidates want to hear from someone they can relate to — a person that looks like them who they trust to give them honest answers. By highlighting the experiences of real diverse employees at your organisation, your employer brand becomes more accessible to candidates from a variety of backgrounds.

### **3. Scale Your Brand with Social Media**

Create a larger impact for your diverse employee stories by expanding their reach. Create buzz for your employer brand by encouraging employees to share their experiences on social media with a unique hashtag. Consider offering social media best practices training to ensure staff posts are optimised and professional.

By having your employees share their work experiences on Facebook, Twitter and beyond, you build a following for your brand. Scaling storytelling in this way builds influence and offers you a cost-effective way to build your employer brand.

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**1,2 and 3 at the same time:  
(Employer) branding by  
culture**

Culture is the only long lasting, hard to imitate competitive advantage. Products and services can be copied, people can be bought, ambitions stolen....but culture makes a company unique, energetic and authentic. It is the foremost and pivotal source for the true brand; from corporate-, business- as well as employer branding perspectives. Passion of the people is the promise to any market.

And know, that culture really still eats strategy for a light breakfast. It is therefore still the most challenging and hard to grasp, build, develop, measure and maintain energy in building great companies and employers. Building brandculture is about truly creating a holistic, coherent 'gesamtkunstwerk' in which leadership is in the driver seat of all communications, talent, operations and products that together deliver a signature employee- or customer brand experience. This challenge puts employer branding at the core of the organization and therefore core business of leadership.

To quote Satya Nadella, Microsofts CEO: "I'm the curator of culture." Leaders build and feed cultures in bringing a clear and inspiring vision, build relationships, show 'brand-valuable' behavior, shape the customer/talent experience in every touchpoint, share the signature brand stories and celebrate and appreciate people that make signature contributions and advocate the brand.

So, culture to me is the number 1, 2 and 3 focus for the next decade(s). And if you want to know what to do:

1. Make leaders own the employer brand, celebrating and delivering on culture
2. Help them shape (some really signature) brand/culture experiences so people become advocates
3. Together build a great story and make it well told by using the creative powers of word and image to touch not only heads, but above all the hearts of your best(future) people.

*Products and services can be copied, people can be bought, ambitions stolen....but culture makes a company unique, energetic and authentic.*



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*We believe that labour market communication becomes even more powerful when it responds to our desire for deeply rooted human values.*

You stand out from the pack by being ahead of your time. By knowing what's going on and what lies ahead. Successful employer branding communication is a matter of being a leader, but some things never change.

### **1. Meet your target audience**

It's only really possible to choose a job once you've tried it out, immersed yourself in it and experienced everything it has to offer. That's why we believe that labour market communication can only really be effective if candidates can meet you in person. Engage in conversation goes far beyond clicks, views, likes and shares. Dare to meet. Perhaps coffee will turn out to be your best KPI.

### **2. Everything starts within**

Perhaps it sounds like a cliché, but to win outside in the world, you really do need to start within. A story about an employer told from an employee's perspective feels credible, reliable and relatable. And where do people talk more about work than at parties?

The stories your employees tell about their work over a slice of birthday cake are the perfect EVP scan.

### **3. Invest in emotion**

Influencing choices is most effective if they appeal to our subconscious. However, in labour market communications we often focus on the rational pros and cons. We immerse ourselves in push and pull factors, streamline position descriptions, and optimise job vacancy texts. We believe that labour market communication becomes even more powerful when it responds to our desire for deeply rooted human values.

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*Employer branding will increasingly become a strategic, cross-functional discipline that encompasses the engagement of employees at all touchpoints of the employee lifecycle.*

### **1. Dare to differentiale**

As more companies are investing in their Employer Brand, more career websites, job ads, and recruitment campaigns will receive a 2020 make-over. However, many will still contain smiley, happy employees and taglines that boast how wonderful and purposeful work is at company x. Companies that want to stand out will meaningfully differentiate their employer brand and the manifestation of it in various media. This means that Employer Brand research is no longer just a tick in the box - we're going to have to dig much, much deeper in the research phase to tease out authentic stories and to find out what makes a company unique.

### **2. Be bold**

It's the dawn of a new day in employer branding. More companies will go to great lengths to get noticed in the vast sea of recruitment marketing blah. Guerilla marketing, TikTok, viral content, use of influencers and celebrities, humorous YouTube videos, playfully poking fun at competitors,

outrageous stunts, super cool events, and more. Companies are going to take more risks and move away from just producing shiny, glossy content. They'll start to let their pants down in order to be more authentic and get noticed by a generation inundated with mundane recruitment content. Employer Branding is going to get fun, folks!

### **3. Elevate Employer Branding**

Employer branding will receive a promotion. Forward-thinking companies will view it as more than just a project or initiative - and more than just recruitment. It will increasingly become a strategic, cross-functional discipline that encompasses the engagement of employees at all touchpoints of the employee lifecycle.



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*A key hurdle preventing businesses of all sizes from having a successful employer branding strategy is misunderstanding over who should own it. Have regular communication and collaboration between departments on employer branding efforts.*

There are 3 critical areas of focus that Brandemix recommends for every company looking to build a truly authentic talent brand that will resonate with the best and brightest people they seek to attract and retain.

**1. Conduct Surveys and Focus Groups with Current Employees**

People want to picture themselves within your company so show them what it's really like. And, since no one knows your culture better than the people who are part of it, ask them what appeals to them the most? Hint: They will say the people they work with so have them name the three things that top their list.

**2. Understand the Wants and Needs of the People You Need More Of**

You can buy research response or simply reach out to your candidates and offer them incentives to complete online or phone surveys. While there are universal wants and needs across all candidates, there are nuances among geographies and generations that may surprise you.

Early entries into the labor market may be swayed by getting the latest computers and company cellphones. Other groups may want half-day Fridays.

While the goal of this exercise is not to change company policy per se, it is intended to provide you with a glimpse into how to put your best foot (or benefit) forward for maximum universal appeal.

**3. Treat your Candidates as You Treat Your Best Customers**

Providing all candidates with an easy and indelible onboarding experience is the best piece of advice I can offer you. Are your jobs optimized for easy viewing in search results? Is it easy to apply on any and every device? Are you valuing the time of your applicants as much as you would of your own time? Savvy marketing professionals have analyzed their digital and in-store experience and I urge all of our clients to do the same.



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### 1. Value Driven Employer Branding

Successful organizations know what their current employees find important. They also delve into what their future candidates want. Employers often think they know what their employees find valuable in their jobs. Look beyond the obvious answers and also pay attention to things that your people might say a little less quickly. The working relationship between employees and managers, for example, or corporate social responsibility. Look at the EVP through the eyes of the employee. An EVP includes the reason why an employee works at your organization. And remember: work is more than just the job! If you want to attract, motivate and retain talent, invest in the total concept and make your employer branding value driven.

### 2. Strengthen Your Sustainable Experience

Look for aspects with which you can make a positive difference. It regularly emerges that employees find sustainability a particularly valuable theme.

And that does not only apply to younger generations. Everyone wants to contribute to a better world.

How do you translate that into your employer brand? With a clear vision on sustainability you can make an impact on employees and candidates.

For employer brand managers, this means that we must deliver a sustainable experience in addition to the candidate / employee experience. The best way to strengthen your employer branding with sustainability is to change from storytelling to storydoing: walk the talk!

### 3. Add Internal Branding Programs

Everybody understands that retention really needs attention for our organizations to limit our regrettable losses. In order to deliver on great retention, value driven employer branding and sustainable experiences, internal branding will play an important role in 2020.

When you want to connect the most suitable people to your organization, turn your employees into eager storytellers (brand ambassadors). If you also manage to involve candidates as brand ambassadors, you will achieve even better results for your employer reputation.



*If you want to attract, motivate and retain talent, invest in the total concept and make your employer branding value driven.*

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*Discover your inner purpose as a brand. What makes you stand out? Reflect all back to yourself, is it relevant to you? Make it count. Embrace your company culture.*

### **1. Authenticity to Bond with Audience**

It is about empowering your teams with distinctive, appealing and consistent exposure. Leave all your machinelike, cold, uncaring corporate things behind. Be immersive. Be inclusive. Make every interaction meaningful. Make the most of their time. Give people who crave for a purpose what they need. Let them know how your brand will make a difference in their lives. Be the conduit that quenches their thirst for meaning. After all, businesses don't create value, people do. And people want to be seen and want to feel valued, cared for. Give them what they need.

### **2. Brand Purpose Alignment vs Employer Value Proposition**

Discover your inner purpose as a brand. What makes you stand out? Reflect all back to yourself, is it relevant to you? Make it count. Embrace your company culture.

Make them proud of where they work, the culture you create and the change/impact you all want to become. Define your reason for existence. Make a mark for your clients, your industry and your community. Feed their lightbulb moments.

### **3. Executive Engagement & Employer Brand Measurement**

Employer branding is becoming a key focus for the executive agenda. Involve C-Suite at the very beginning of the project and make them a fan, or a sponsor of the project. On the other hand, what C-Suite care and track is the outcome of their EB investment. It's important to set KPI's and measure them along the way. This will keep and provide further employer branding investments.



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*Don't limit your initiatives to recruitment only, engagement and retention of talent is just as important.*

The 3 key focus areas for building a strong employer brand in 2020 are:

**1. Listening to your employees first!**

If a company wants to have a strong employer brand, it should ask 3 questions:

- Why did you choose this company?
- Would you recommend this company to your best friend?
- Would you still be interested in applying for a job in this company today?

**2. Collaborate with other functions or departments**

For example, collaborate with the marketing department to conduct further research to shape the employer brand architecture

- Internally and externally - If you must choose an image for the company, what would it be? Draw and describe!
- Internally - If you were asked to choose the motto of our company culture, what would it be? Explain!

Externally - What do you know, good and bad, about Company X?

**3. Focus on the bigger picture**

Strategic employer branding is used to address two very different types of challenges:

- To attract and retain great people and
- To maintain the image of the company in tough economic times!

And 2020 it will be about both so don't limit your initiatives to recruitment only, engagement and retention of talent is just as important.

In 2020 employer brand will be about emotions and leadership! Not about excel spreadsheets, procedures, wages and bonuses! It will be driven by respect, cooperation, support and LISTENING!



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*our EVP should be a mix of elements from your identity, current image, ambition and also compared to your competitor's EVPs and pull factors of your target groups.*

**1. Employer branding is no longer just for support for job marketing results.**

Or purely to load the employer brand. Employer branding (external and internal) contributes substantially to employee experience and employee engagement. For 2020, the focus on the internal labor market is key to touch and retain employees. In your employer branding objectives and strategy, therefore, consciously take into account the development towards this internal labor market.

**2. Ensure that your employer branding is translated to your recruitment**

And also in the candidate experience, recruitment processes and onboarding. So that what you promise as employer, is also experienced by applicants and new employees. Next step; let your EVP be experienced throughout the employee experience and even offboarding!

**3. Focus: less is more**

Rather a select choice of communication and channels than a barrage of expressions and campaigns. In creating an employer branding strategy, try to work pragmatic but also complete. An EVP which is built on only your company identity and ambition, will not last long. Your EVP should be a mix of elements from your identity, current image, ambition and also compared to your competitor's EVPs and pull factors of your target groups. To build a strong employer brand, stay focused on your primary target groups. When budget or time is a bottleneck; focus on one target group but with a full developed employer branding strategy. Rather do something small, but good.

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*Talent pools and marketing automation are great for moving from away from 'post and pray'. Marketing automation will be used for tailored nurture programs with people in your talent pool.*

### **1. Employer Branding is marketing when recruiting is sales**

There is a lot we can learn from the relationship between marketing and sales. For example, collaboration is the key to success, and someone needs to close all those recruitment qualified leads that you have nurtured. Also, it doesn't make sense to measure the success of marketing only based on sales figures.

So, incorporate both smart employer branding and recruitment metrics into your KPI dashboard. Never forget the after-sales marketing part. But, please keep in mind, when choosing your tactics, that here you are aiming for a few good potential hires per open position rather than as many as possible.

Our three focus areas for 2020 are:

#### **1. PR from actions that actually benefit the employee or applicant experience**

You can get great headlines when you introduce, for example, a new benefit that supports employees who

become grandparents, or revamp your recruitment process into a positive experience.

#### **2. Talent pools and marketing automation are great for moving from away from 'post and pray'**

Marketing automation will be used for tailored nurture programs with people in your talent pool. The data you can gather automatically is also good for continuously improving the talent profiles and tailored messages.

#### **Employees are still your best promoters**

But, it's really hard to get all your colleagues blogging, tweeting and sharing according to the employee advocacy program. Instead, there will be more focus on a small group of employees, and with them, borrowing the playbook from a combination of thought-leadership programs and influencer marketing.

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*Purpose - the reason why your company exists, what it stands for - is the strongest (brand) core you could possibly have and use.*

### **1. Understanding the employer brand universe**

Whenever somebody talks about or thinks of your company with the mind set of a (potential) employee she or he refers to the experience which she or he had with your employer brand. Therefore every possible experience and touchpoint along the journey has a significant impact on the perception of your employer brand. This is why we have to deliver the best possible experience in the whole employer brand universe.

### **2. Considering different perspectives on your brand**

An employer brand is only one perspective on your brand, based on the mind set of who is considering. There are other perspectives like the clients (i.e. product brand) or societies' (corporate brand) too. But what somebody sees respectively experiences is related to one brand only. Therefore the perception of your brand should be aligned for all possible mind sets. This is why all communication must be based on the core of your (one) brand.

### **3. Utilizing purpose for all brand communication**

Purpose - the reason why your company exists, what it stands for - is the strongest (brand) core you could possibly have and use. Companies which communicate from the inside out to all possible recipients (mind sets) are more likely to be successful (read Simon Sinek „Start with why“). Since the purpose works in every direction, you will automatically build a strong, authentic and credible (employer) brand by using it in and for your communication.



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*What we know and how we feel about a company, their values and behaviours, what their products or services stand for and what we think of their people and culture is definitely influencing the decision to join or stay.*

**. Build it from the inside out. Diversity at the core.**

One Employer Branding basic, however, as the limits between what's internal and external become fuzzier thanks to social media, it becomes very relevant to identify what makes an organization especial, in the eyes of the people who work there: their stories, their experiences, their emotions, the way they make you feel. And this takes us to one of the key protagonists in strategies all over the world: diversity. The way we showcase our diverse talent will help us reach a much wider and much more interesting audience. Show yourself!

**2. Tactics are great and fun but it's the strategy that matters**

Employer Branding and Talent Acquisition teams can be very creative, so much so that, if we put together this creativity with the incredible number of potential actions in the field of attraction, recruitment, selection and engagement, it's easy to go crazy and do all sorts of things, digital and face-to-face. In this scenario, it is critical to have a strategy setting the right course and providing criteria for all tactical decisions.

What is our aspiration, what do we want to achieve, overall and with the business? From there on, the right courses of action can be established and only then, which specific, tactical initiatives make sense.

**3. Bringing the Employer Brand and the consumer brand closer together**

Again, borders become fuzzier, inherently to the intangible nature of brands, in which all points of contact have an emotional impact on their targets. As Corporate Responsibility and Sustainability become more and more relevant in society and in our personal every-day decisions, what we know and how we feel about a company, their values and behaviours, what their products or services stand for and what we think of their people and culture is definitely influencing the decision to join or stay. Collaboration between the marketing and employer branding teams becomes more critical than ever.

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*We need to build our employer brand with our people at the heart, understanding and integrating their key values and needs. With all the digital tools and possibilities at our disposal there is no excuse not to do so.*

The paradigm shift of employer branding: From a corporate-centric, static and one-shot approach towards a human-centric, dynamic and continuous one.

### **1. Leaving behind the corporate-centric, static and one-shot approach**

Most companies have integrated employer branding into their vocabulary as a tool to achieve business goals or to cope with business threats. Mostly apply a top-down approach with a strong focus on business/corporate benefits.

Employer brand models are often designed and implemented as a one-shot corporate exercise to tick boxes, without understanding the need to be reviewed, adjusted and/or recalibrated.

### **2. Moving towards a human-centric, dynamic and continuous approach**

For too long, companies took for granted that they owned their brand. But time has shown that customers and employees are the ones who actually own it.

It should not come to us as a surprise – after all companies are made by people.

This calls for a human-centric approach, starting from the bottom-up. We need to build our employer brand with our people at the heart, understanding and integrating their key values and needs. With all the digital tools and possibilities at our disposal there is no excuse not to do so.

It is important to recognize that we are living in a fast-moving and ever-changing society, which requires flexible and dynamic models to continuously adapt to new social, cultural, economic, demographic and political trends/needs. A 100% finished Employer Brand is a utopia.

### **3. Constantly review, adjust and recalibrate**

That is why we must constantly review, adjust and recalibrate our employer brand strategy to ensure that we are always there for our people. The key is to interact with our employees with an inclusive attitude while always listening and being ready to give them a voice.



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*The employer brand has a great impact on business efficiency and results, and as such, must be treated as a CEO-level, strategic issue. Top and middle management play equally important roles in the success of an employer brand.*

### 1. Diagnostics

Employer branding experts never say: I believe, this will work... Instead of beliefs, we rely on insights and the understanding of causal factors behind employee attitudes, motivation, and loyalty. For this, we need insight based diagnostics. Several dozens of methods exist today helping us measure what these cause-and-effect relations are like. Our data-driven approach is also proven by our diagnostical tools helping reveal the actual motivational factors impacting employee loyalty (EMagnet published in the book, 'Employer Brand Excellence IV,' Minchington 2019).

### 2. Leadership involvement

The employer brand has a great impact on business efficiency and results, and as such, must be treated as a CEO-level, strategic issue. Top and middle management play equally important roles in the success of an employer brand.

More often than not, executive decisions are needed to prioritize and implement actions necessary for the alignment of everyday experience with the EVP a company claims, while implementing those changes will require strong support at the sub-executive levels.

### 3. Employee Experience

It is the everyday experience that eventually validates the EVP. No matter how many awareness raising initiatives we launch – if what we claim is not in line with what people experience, it will all end up as a waste of resources. We must establish real-life propositions and not creative promises; and our propositions must be validated as well as relevant to our employees and candidates. Global values must equally be substantiated by local interpretations and practices. A solid Employee Experience is the foundation for a credible Employer Brand.



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*If you think about it, when the candidate experience is negative, it withdraws credibility from the investment made on the brand. On the other hand, when we have a great CE, it reinforces the brand reputation.*

### **1. Employee Experience**

This is no longer a trend, in fact, we're seeing more and more companies investing and shifting entire areas to provide the best Employee Experience (EE) possible. It has become a must have and the companies who score highest on EE benchmarks are also showing better results on brand reputation, higher profits and revenues, as well as lower turnover rates. Companies are more aware of the weight a powerful Employee Experience has on the reputation of their brands.

### **2. Candidate Experience**

From a strategic point of view, companies can't address employer branding without coherence and consistency in all fronts. If attracting and recruiting talent is a top priority, then this will be a key factor to take into consideration. If you think about it, when the candidate experience is negative, it withdraws credibility from the investment made on the brand. On the other hand, when we have a great CE, it reinforces the brand reputation.

### **3. Enabling people as brands**

Technology is becoming increasingly more collaborative and people's presence on social media networks keeps on growing. As companies now realize the importance of being present and standing out in the digital world, the deal breaker will be authenticity, and understanding that their reputation will be as powerful as the sum of their people brand's reputation. People aren't just bystanders on their social networks, they are major content producers whether they're on LinkedIn, Facebook, Twitter, YouTube or TikTok (or any other network). Your people will make your brand stronger or weaker.



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*By balancing hard metrics with sentiment a fully rounded picture can be achieved. Areas to focus on are culture, values, the candidate and colleague experience and the engagement it creates.*

Every organisation has an employer brand. But how to articulate it, how to define it, how to engage people with it, embed it into the culture, measure its success or use ambassadors to promote it, well they are very different and much more complex matters entirely. It can seem overwhelming. But it needn't be. Because there are three key areas in 2020 which, if developed correctly can build the foundations of a successful employer brand.

### 1. Culture

Culture really matters. It shapes how people think and feel about working somewhere. And it can unleash, or hinder, their potential. It's a major reason why people join an organisation, recommend it to others or choose to stay where they are and grow. This makes culture the keystone of an employer brand, and communicating the culture story to the wider world, increasingly essential.

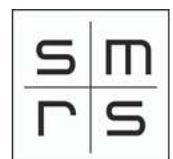
### 2. Measurement

Everyone wants ROI. To know an employer brand is achieving the required results. That's why measurement is very important.

By balancing hard metrics with sentiment a fully rounded picture can be achieved. Areas to focus on are culture, values, the candidate and colleague experience and the engagement it creates. By keeping a close eye on how your internal and external perception is tracking, you can refine your employer brand for maximum success.

### 3. Employer Brand Ambassadors

Employer brands work best, when they're lived and breathed from the inside of an organisation - out. Which is why there're no better exponents of the values, the culture and the reasons why other people should want to work somewhere, than existing employees. Identifying the best advocates within an organisation and championing them to share their personality and that of their organisation, internally and externally, creates an authentic and relatable connection that can't be beaten.



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*Developing an extremely well-defined EVP is the key to project a strong, clear signal of what your employer brand stands for, what you promise to deliver in terms of employee experience.*

### 1. Creating talent personas

Creating a talent persona for each target audience can ensure that you communicate in the right place with the right messaging framework.

Understanding your target group beyond the hard and soft skills profile is an essential step - what they look for in an employer, what are their ambitions and professional aspirations, what is their behaviour regarding job search and even the sites, apps, social media platforms they visit.

### 2. Employer brand differentiation

It's never been easier to get your employer brand out there: social media platforms, video content, events, digital marketing, employee advocacy to name a few. But the increase in channels has led to an increase in the volume of stuff communicated making it increasingly difficult to leave a mark on potential candidates. Developing an extremely well-defined EVP is the key to project a strong, clear signal of what your employer brand stands for, what you promise to deliver in terms of employee experience.

### 3. Give your employees a voice

One of the most powerful tools for building your employer brand is employee advocacy. But, providing the space for employees to genuinely present their story is the one thing that most companies find difficult. Giving your employees a voice is about letting them shape what your employer brand stands for, making them part of the process. Your employees are the ones who can amplify your employer brand, build credibility and determine your potential target group to put your company on the most wanted list.

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### **1. An in-depth discovery and EVP program**

In-gage is a brand-new consultancy providing specialist support for organisations developing their Employer Branding - we are passionate about this process starting with internal discovery.

To accurately market the positive attributes of an organisation - for talent attraction and internal engagement - you must first research and understand what your people feel are the reasons they love what they do, and why they stay. You can't make this stuff up - there has to be an investment of time and resource to genuinely engage the team and use their feedback to feed into the employee value proposition. Your EVP must not be aspirational - but true to your peoples' experiences. And of course, a great discovery process also uncovers issues and challenges that leaders can then work to fix.

### **2. A whole of organisation focus on internal communication**

Open and effective internal engagement can be challenging for even smaller organisations.

For clients working with In-gage, we develop a communications strategy that everyone is empowered to make work - a challenge for all to share what they achieve and be motivated to understand what else is going on around the organisation. Leadership, from the top down, must lead by example but also promote the importance of this to all and provide resource and systems to help - encouraging and acknowledging when the whole workforce contribute is key.

### **3. Prudent use of technology to deliver great candidate engagement**

When did you last audit every candidate touch point through your recruitment selection process - from ad copy to offer letter and beyond? Be a candidate for a day - and see how your organisation stacks up as a destination for talent. Refining the recruitment process and using the latest technologies to deliver the best candidate experience has a direct impact on your employer brand reputation. Choose platforms wisely that put the candidate at the centre of the process and offer a model whereby you will benefit from future technology updates and features as part of your package.

*To accurately market the positive attributes of an organisation - for talent attraction and internal engagement - you must first research and understand what your people feel are the reasons they love what they do, and why they stay.*



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*A key hurdle preventing businesses of all sizes from having a successful employer branding strategy is misunderstanding over who should own it. Have regular communication and collaboration between departments on employer branding efforts.*

### **1. Study!**

Companies that want to stay competitive and relevant need a well-defined employer brand as well as skilled professionals in this field. Learn from different business areas and international practices across companies. Find solutions for the most complex tasks, challenge yourself, study and adapt to the constant changes in the market

### **2. Collaborate! Internal and External**

A key hurdle preventing businesses of all sizes from having a successful employer branding strategy is misunderstanding over who should own it. Have regular communication and collaboration between departments on employer branding efforts. Have the CEO define core elements to be communicated, HR provide what current applicants are looking for, and Marketing present these details through social media, ad, and employee-based strategies.

Develop a community of employer branding leaders and share experiences with colleagues. Look for new opportunities and partnerships. Collaborate!

### **3. Create!**

Diversifying your staff will produce an inclusive culture that inspires and encourages employees to do their best work each day without the threat of discrimination or harassment.

Find your own way. To be inspired and create your unique employer brand through storytelling. Do not be afraid to experiment!



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