To continue to stay relevant employers are increasingly focusing on benchmarking, enhancing or recalibrating their employer brands. But, how do you know when you’ve got it right? And, who is ultimately responsible for your employer brand? These can be difficult questions to answer.

Like the proverbial chicken and egg debate there are different views on where to start. Do you start with the development of your employee value proposition (EVP) and build your employer brand around it? Or, do you do it the other way around? Does it matter? Should the employer brand be developed by the HR team or the marketing team? Or both? Is the language of ‘brand’ and ‘value propositions’ helpful or potentially confusing?

So, how do you know you have the right team developing and managing the employer brand from both content and communication perspectives? How do you ensure that it resonates with both current and potential employees and sets you apart from your competitors? How do you make certain that the employer brand underpins rather than undermines your corporate brand?

We have a point of view. You’ll have some bright thoughts. Together we’ll have a frank discussion. Let’s see whether any of us has the answer.

Where and when and how

Thursday 9 November 2017, 4.45pm for a 5pm start, 6.30pm finish
Frank, Bright & Abel, 326 City Road, London EC1V 2PT
To register for the event email m.coleman@frankbrightabel.com
Drinks and nibbles provided