

Frank discussions: business to business

Employer brand: Cutting through the clutter

The role of an employer brand has always been to help attract and retain talent. However, people's attitudes towards work have changed, this means employer brands need to change too.

Take the best graduates. They'll no longer automatically apply to the top companies but are more likely to look around for somewhere that fits their personal values. This means companies have to work harder to stand out and be more transparent with their beliefs and purpose. And with the ease of finding reviews that are out of your control, the necessity to create and manage an authentic picture of your company is even more challenging. But it's not just about creating slick marketing materials that make people take note. How you behave as a company is just as important as what you say - the experience has to match the expectations, otherwise you'll only send people running to share their reality online.

We'll look at who's creating stand out and how, who's creating a consistent experience and who's not, and share some pointers to help you cut through the clutter.

Where and when and how

**Thursday 10 October, 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