



PARTNERSHIP PROPOSAL



4-th November 2016
SOFIA

EMPLOYER BRANDING MasterClass with Simon Barrow

General Focus & Topics of the Master Class

The purpose of the event is to provide the participants with key skills and effective techniques in **Employer Brand Management**, or:

- » How does a company become an “Employer of Choice”?
- » Engaging employees with the corporate goals and values;
- » How a strong Employer Brand improves attraction and retention of talent, and influence business performance;
- » Maintaining high engagement post major change like Merge, Restructuring or Acquisition

About Simon Barrow

Simon Barrow (also known as “the father of the Employer Brand concept”) is a globally recognized expert, consultant, and author. He is a regular speaker on the Employer Brand approach during trainings, summits and business forums all around the World.

Simon’s career include being a brand manager on Knorr products for Best Foods (now Unilever) and later a group product manager with Colgate-Palmolive. He then joined the Charles Barker Group, becoming CEO of its consumer advertising agency Ayer Barker and then CEO of Barkers Human Resources where he saw the need for a consulting business and formed People in Business (PiB) – leading employer branding agency, In 2007 Simon sold the company and now he provides consulting to the senior leadership.

Event Schedule

9:00 – 9:30	Registration
9:30 – 10:30	Module 1: Effective Employer Brand Development and Management
10:30 - 11:00	Coffee Break
11:00 - 12:00	Module 2: Do you know your people? How engaged are they?
12:00 – 13:00	Lunch Break
13:00 – 13:45	Module 3: Initiating change & Making difference
13:45 – 14:30	Module 4: The role of senior management in Employer Branding
14:30 – 15:00	Coffee Break
15:00 – 16:30	Workshop with guest-trainer
16:30 – 17:00	Signing the certifications and official closing the event
17:00 - 18:00	Employer Branding Cocktail

Find the full schedule [here](#)



Audience

The Masterclass is predominantly designed for:

- » General Managers and business owners;
- » Human Resources Directors;
- » Directors, Managers and Experts in Marketing, PR & Communications;
- » Senior Managers of Human Resources and Talent Acquisition Managers
- » Hiring, Sourcing, Recruiting Experts
- » Branding Managers

We expect participants from various business areas: IT, Telecommunications, Financial Services, International Trade, Business Outsourcing, Manufacturing.

Partnership Proposal

As an event partner you will get:

- » Your logo on the webpage;
- » Roll-up banner during the event;
- » Your logo on all print materials;
- » Appreciation letter in our social media channels;
- » Special discount for all your members;
- » One free ticket for a representative of your organization.

We will expect your support by sharing the information within your network:

- » Publication about the event on your webpage;
- » Placing an online banner on your webpage;
- » Posts in your Social Media channels;
- » Sending E-Mail invitation to your members.

Event host

Employer Brand Management MasterClass with Simon Barrow is hosted by **To The Top Ltd. – Event management agency**. We organize trainings, business forums, corporate events aiming to support your business to reach the top.

To find more about our services and upcoming events visit: <http://tothetop.bg/>

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