

# BMMA

## Three Employer Branding Learning Sessions

24 and 31 January  
7 February 2023  
4.30 p.m. till 7.30 p.m.

Employer branding, the new marketing and human resources challenge

«Employer resources» is a buzzword in this time of uncertainty, but also a real struggle for human resources and marketing departments.

Finding the right profile is harder than ever, but even emerging in the job offers ecosystem is hard today.

How does it work? How to implement employer branding?  
And what are the professional methods?

The BMMA is proposing you an exclusive opportunity to learn about employer branding from professionals.

Three learning sessions with experts to define the path for your company employer branding.

### Three powerful sessions

We developed a programme of three learning sessions dedicated to employer branding for marketers and human resources professionals.

During these sessions you will be able to challenge your communication objectives in recruitment for marketers and human resources teams.

The BMMA presents you with an exclusive opportunity to:

- Develop your understanding of the actual job market challenges
- Develop your skills and learn about employer branding from professionals
- Discover real employer branding cases from experts and companies
- Discover methodologies for implementing a real employer branding strategy in the long term
- Discover how marketing and human resources teams can work hand in hand



## Session 1

24/1

4:30 p.m.  
until  
7:30 p.m.

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The first session is dedicated to the fundamentals of employer branding, helping you to understand the following topics:

- State of the job market (lexicon and HR issues)
- Marketing and HR: How to collaborate?
- How to develop an employer branding strategy?
- What are the best practices?

This session will be presented by Derek d'Ursel - CEO of Références and Johan Claes - Employer Branding Expert at Talent Acquisition Academy.



## Session 2

31/01

4:30 p.m.  
until  
7:30 p.m.

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The second session is a deep dive how to implement an employer branding strategy.

- How to define the right messages?
- How to develop a communication plan?
- How to define the right platforms?
- How to follow the performances?
- Cases and best practices

This session will be led by an employer branding strategy professional, sharing his expertise real cases.



## Session 3

07/02

4:30 p.m.  
until  
7:30 p.m.

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The third session will be dedicated to real cases by companies who implement employer branding in their recruitment strategy.

They will share their experience but also the results of these strategies.

- How did they start?
- What problems did they encounter?
- How did they collaborate internally?
- What were the results?

All sessions will be followed by a moment of exchanges and networking, to ensure that the needs and questions of all participants are met.

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Organised by



### Be there!

The sessions will take place at the Havas café,  
Rue des Boiteux 9 in 1000 Brussels  
Dates: 24 and 31 January and 7 February 2023 starting at 4:30 p.m.  
PRICE €950 ex. VAT  
[bmma.be/employer-branding-training/](https://bmma.be/employer-branding-training/)