

BMMA

HR & Marketing United: Building a Stronger Employer Brand.



2nd edition: 23 February 2024
from 9 a.m. to 3 p.m.

DISCOVER THE ART OF COLLABORATIVE EMPLOYER BRANDING – MORE EFFECTIVE WHEN LEARNT TOGETHER!

Employer branding, the new marketing and human resources challenge

«Employer branding» 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.

A learning session with experts to define the path for your company employer branding.

One day, to learn best practices.

We have organised this programme covering half a day with three learning sessions.

Exclusively dedicated to employer branding and meant for marketeers and human resources managers.

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

Register with two.

This half-day exchange and learning session is specially conceived for duo registrations: a marketer and a human resources manager. It will help you to absorb a maximum of information that can be directly applied in your company.

Part 1

9:00 /
10:30 a.m.

The first part 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 Alexandre Roba, Editorial Manager of Références and Johan Claes, Co-Founder/trainer at the SEEDL Academy

Part 2

10:45 a.m./
12:30 p.m.

The second part 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 in real cases and it will be moderated by Michaël Liekens, Strategy Director, Hotel Hungaria.

Part 3

13:30 /
15:00 p.m.

The third part 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?

The two companies participating in this third part are

1. ETHIAS represented by Julien Balistreri - Chief People & Organization Officer, Deputy CEO and Benji Commers - Talent Manager

2. CHU UCL Namur represented by Laura Limberopoulos Recruitment & Selection manager, employer branding and Sophie Marlet – Communication

3 to 4 p.m.

Exclusive Content, drink and networking

Exclusive Content

To wrap up the day, our sponsor 9 CUBE will share in sneak peak the results of the survey on “The Challenges of Crafting Team Cohesion in the Era of AI”. The survey explores the intersection of AI and the human element in organisational dynamics.

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

Organised by

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Be there!

Further Information: bmma.be/employer-branding-training/

The sessions will take place at the Havas café,
Rue des Boiteux 9 in 1000 Brussels
Date: 23 February 2024 from 9 a.m. to 3 p.m.

PRICE

€450 ex. VAT for one person
€650 ex. VAT for a duo registration for the same company
(one marketer and one HR)