# International employer branding expert bringing world's best practice to South Africa

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We invite you to join us with Brett Minchington, chairman/CEO Employer Brand International in Johannesburg, South Africa, on 12 October 2017 for a hands-on, practical International Employer Brand Leadership Masterclass as part of his global tour which has been to more than 50 cities in 34 countries.




Seldom is one presented with such a great opportunity to gather first-hand knowledge from a global thought leader who has trained thousands of leaders from companies such as Google, Amazon, Starbucks, Nike and LinkedIn.

The masterclass experience for delegates will include:

1. Share in the latest global developments, research, trends and best practices in employer branding, leadership, technology, social media and key workforce trends that can be applied to attract, engage and retain talent to drive growth in your own company.
2. Understand how to leverage the latest technology, AI, machine learning, robotics, mobile and social media in building a strong employer brand.
3. Learn how to apply employer branding best practice strategies and tactics used by brands such as Google, Facebook, IKEA, Heineken, L'Oreal, adidas Group, Sodexo and Virgin Media in your own company.

   As a partner of this event we are pleased to offer our members a **R1,000** discount off your ticket to attend by using the promotional code, **bizcommunity**, when registering at www.employerbrandmasterclass.com.

   Delegates will also receive a *free* copy of Brett's latest book, *Employer Brand Excellence - A Case Study Approach Volume II*, which includes 24 employer branding case studies from around the world to support your learning outcomes.

   Local companies HR Future, Graylink, Recruitment Transformation, MeryInn and Employer Branding SA will also share case studies at the event on topics including optimising human intelligence through AI, leveraging tech to drive improved candidate engagement and deliver a strong employer brand experience, EVP deployment and recruiter capability.

Local employer branding pioneer Celeste Sirin from Employer Branding SA will deliver the welcoming address.

For full event details and to register for this event please visit the website at www.employerbrandmasterclass.com.

For more, visit: https://www.bizcommunity.com