

Employer branding

Is this the future of HR?

course

DATES

13th September, 17th September & 24th September 2018

FEE

Members - €50 per participant

Non Members - €65 per participant

LECTURERS

Lawrence Zammit, Joanne Bondin & Ritienne Xerri

DURATION

3 Lectures of 2 hours each

Lectures will be held from 4pm to 6pm

VENUE

Malta Employers' Association, 35/1, South Street, Valletta

For further information / REGISTRATION

Sharon Farrugia

admin@maltaemployers.com

t: (+356) 21 237585, 21 222992



course DESCRIPTION

The Malta Employers' Association and MISCO are organising the Course: Employer Branding – Is this the future of HR?

Employer branding remains relevant in a labour market where there are skill shortages and organisations competing for talent. Organisations can use an employer brand to help them compete effectively and drive employee loyalty through effective recruitment, engagement and retention.

course OBJECTIVE

The objective of this course is to provide participants with the importance of the role of HR in achieving business goals. It will cover best HR practices from MISCO 35-years of experience in the local HR field that can be applied within your organisation. This course will guide participants and will provide them with the knowledge, skills, tools and framework to better manage their human resources by focusing on how to develop an employer brand.

target AUDIENCE

The course will be relevant to business owners, managers and HR practitioners.

learning METHODOLOGY

Interactive session with group work and individual exercises.

course MATERIAL

A slide deck will be provided to all participants together with any worksheets required.

SYLLABUS

Training programme	Session Title	Topics to be covered
Session 1	Preparing the framework for Employer Branding	<ul style="list-style-type: none">• Introduce employer branding• Why it is important?• Employer brand strategy: Developing a strong brand aligned with your values, vision, mission and culture• Setting the framework: clear objectives
Session 2	Developing the Employer Brand	<ul style="list-style-type: none">• How to develop an employer brand• Your employee value proposition – what makes you different from other employers• Linking employee engagement with the employer brand• Building and communicating your employer brand internally and externally
Session 3	Identifying the challenges ahead	<ul style="list-style-type: none">• The 2018 HR challenges• Integrating your Employer Brand with your human resources management and development strategy• An on-going process: measure and adjust

TRAINERS

Lawrence Zammit

Lawrence Zammit is a Founding Partner and a Director of MISCO. At MISCO he serves as a consultant to a number of business organisations across a range of economic sectors.

He conducts MISCO in-company and open Training programmes on a regular basis on management and marketing topics, such as leadership, communication, team building, marketing research and marketing communications. His training experience includes both public sector organisations as well as private sector companies, at senior, middle and junior management levels.

Lawrence has developed the market research division of the organisation and has directed a number of local and foreign research assignments. Such research projects included social surveys, consumer surveys and business-to-business research.

He also has direct hands on experience in leading organisations, serving and having served on the Board of Directors of a number of Companies and Corporations.

Lawrence is a member of the European Society of Opinion and Marketing Research and a Fellow of the Chartered Institute of Marketing.

Joanne Bondin

Joanne has been working at MISCO since 2006. She is involved in the provision of recruitment consultancy to a variety of clients and is also involved in projects related to human resources and business advisory.

Joanne forms part of the management team at MISCO and heads the recruitment team in delivering solutions to clients who are looking for employees. She has also been appointed Director of MISCO Consulting and HR Outsourcing and Temping Services Limited in 2017. Joanne is also involved in a number of HR and business advisory projects, including advisory on employer branding, employee engagement and has also delivered a number of soft skills programmes throughout her tenure at MISCO.

She holds a Post Graduate Diploma in Management (Level 7) accredited by ILM. She has also read for a Degree in Psychology (Level 6) with University of Malta. Joanne is also a registered and certified recruiter by the Recruitment & Employment Confederation and holds a Certificate in Recruitment

Practice (CertRP). She also holds the Level A and Level B Certificate of Competence in Occupational Testing.

She is also a member of the Recruitment & Employment Confederation (REC), Chartered Institute of Personnel and Development (CIPD), Institute of Recruitment Professionals (IRP) and The British Psychological Society (BPS).

Joanne has a keen interest in visual and performing arts.

Ritienne Xerri

Ritienne joined MISCO as a Human Resource (HR) Executive in 2006 after obtaining her Public and Private Sector Management Honours Degree from the University of Malta. She also has City & Guilds qualifications in Customer Service (Level 4), Selling (Level 3), Office Procedures (Level 3) and Planning and Delivering Teaching, Training and Assessment (Level 4).

Ritienne forms part of the management team at MISCO. In 2010, she was appointed as the Head of the Business Advisory and she was subsequently promoted as the Head of Training & Development Unit which specialises in training programmes, one-to-one coaching and training related consultancies/services.

She is responsible for the management of the Training Unit at MISCO Consulting, including, planning, budgeting, implementing and reviewing of MISCO training operations in Malta and the development of new training initiatives. Ritienne has designed and delivered training programmes which include a range of soft-skills portfolio and internationally accredited qualifications.

In her business advisory role, Ritienne is responsible for assisting clients in organisation restructuring, recruitment, drafting HR policies, conducting job evaluations, implementing performance management systems, human resource planning, leading training needs analysis and salary benchmarking surveys.



EVENT BOOKING T&Cs policy

Please click [here](#) to view the MEA's Event booking terms and conditions and cancellation policy.

CERTIFICATION

A certificate of attendance will be awarded to participants who attend the whole course syllabus.

Since the course will consist on intensive sessions with heavy participant involvement and discussion, attendance is limited to a maximum of **twenty (20)** persons. Applications will be accommodated on a first come first served basis.

We reserve the right to alter the programme due to circumstances beyond our control.



REGISTRATION FORM

**Course: Employer Branding – Is this the future of HR?
13th September, 17th September & 24th September 2018**

SURNAME (Mr/Ms/Dr) _____

FIRST NAME _____

POSITION _____

FIRM/ORGANISATION _____

ADDRESS _____

TEL _____

EMAIL _____

A remittance for € _____ is enclosed.

Course fee*: Members - € 50 per participant
 Non-Members - € 65 per participant

Please note the new [Booking Terms & Conditions & Cancellation Policy](#).

For registration please complete this form. Forms accompanied by payment should be sent to:
Malta Employers' Association
35/1, South Street
Valletta VLT 1100

Cheques should be made payable to: Malta Employers' Association.