



Employer Branding

Is this the future of HR?

information session

Wednesday, 7th February 2018

MEA's Training Centre, South Street, Valletta



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INTRODUCTION

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. The aim of this information session is to update participants with the importance of having an employer brand and provide suggestions of how to develop an employer brand.

Following this information session, a dedicated more detailed course will be held in March 2018. Further details will be announced during this session.

PROGRAMME

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|-------|---|
| 15.00 | Registration and coffee |
| 15.30 | Welcome Address
<i>Mr. Joseph Farrugia</i>
<i>Director General, Malta Employers' Association</i> |
| 15.35 | Employer Branding: Is this the future of HR?
<i>Mr. Lawrence Zammit</i>
<i>Director, MISCO</i> |
| 16.35 | Questions from the floor |
| 16.45 | Concluding Remarks |





REGISTRATION FORM

Information Session
Employer Branding – Is this the future of HR?

Wednesday, 7th February 2018
@ Malta Employers' Association, 35/2 South Street, Valletta

SURNAME (Mr/Ms/Dr) _____

FIRST NAME _____

POSITION _____

FIRM/ORGANISATION _____

ADDRESS _____

TEL _____

EMAIL _____

For further information / REGISTRATION

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