

Employer Brand Global Masterclass™

with **Brett Minchington MBA**,
International Employer Brand expert.
2008/2009 tour includes London (sold out),
Australia (4 cities -sold out), Italy (2 cities), NZ
(2 cities - sold out) Manila, Minneapolis, KL,
Zurich, India (3 cities), Singapore, Dubai,
Johannesburg, Copenhagen, Bad Nauheim,
Istanbul, Amsterdam, Paris, Warsaw



Guest Speakers



Véronique Frogé,
i&e



Muriel Humbertjean,
TNS SOFRES



Marion Enderlein,
Thales



Renee Laplante,
Google

Branding your organisation to attract-engage-retain talent

Paris

with
Brett Minchington MBA

Renowned International Employer Brand Expert & Founder, Employer Brand Institute & www.employerbrandingonline.com

An exclusive masterclass packed with employer branding concepts, tools, tips, case studies and take-away resources

Discover the latest in world's best practice Employer Brand Management

Tailor your total employee lifecycle to attract, engage and retain talent

Discover the latest global employment trends & how they impact on employers in France

Learn how to audit, design, integrate and evaluate your employer brand program for competitive advantage in a constantly changing world

Decrease your recruitment lead times and increase quality of hires through best practice candidate sourcing techniques

Web 2.0-Discover how to leverage social networking channels to build and nurture your talent pools & pipelines

Designed specifically for:

HR Directors, Marketing Directors, Senior Managers of Human Resources, Recruitment Staffing, Talent Management, Hiring, Sourcing, Graduate Recruiting, Marketing, Branding, Communications

DATE & VENUE

Paris

Tuesday 20 October 2009

Group i&e, 32 rue de Trevis
BP 206, 75423

Paris

9.00am-5.00pm

BONUS

FREE Employer Brand Resource Pack CD-ROM for delegates includes:

- NEW - Employer Brand Manager's Handbook - International Edition RRP€225
- Employer Brand Institute Global Research report RRP€225
- NEW - Career website global best practice publication RRP€170

PLUS

First 10 people to register receive a signed copy of Brett's International best selling book 'Your Employer Brand attract-engage-retain'

Special Guest Presentations from

Véronique Frogé - i&e
Renee Le PLante - Google
Muriel Humbertjean - TNS Sofres
Christine Goavec - France Telecom-Orange

Register your team today!

Register online at www.collectivelearningaustralia.com

Event partners



ABN 60 350 690 070

Registration Form and Tax Invoice


Upon completion, this registration form becomes a Tax Invoice. Please retain a copy for your records

Registration Fee Paris 20 October 2009

	EARLYBIRD Register & pay before 18 Sept 2009	Register & pay after 19 Sept 2009
<input type="checkbox"/> i&e Management SPECIAL rate	€545	€595
<input type="checkbox"/> Standard rate	€595	€695
<input type="checkbox"/> Table of 5 (20% discount)	€2400	

fax, scan/email or mail bookings only for group bookings

Persons Attending (if not enough space for all attendees please attach an extra photocopied sheet)

Name (Mr/Mrs/Ms) Position Company Postal Address Email Phone **Other Attendees**Name (Mr/Mrs/Ms) Position Email Phone Name (Mr/Mrs/Ms) Position Email Phone **5 easy ways to Register and Pay** **Secure Online** www.collectivelearningaustralia.com **Email** events@collectivelearningaustralia.com **Fax** Please complete form and fax to
Collective Learning Australia +61 8 8443 4149**Calculate total registration fee**Number of tickets X **€545**Number of tickets X **€595**Number of tickets (table of 5)..... X **€2400****= Total cost €.....****Payment options** **Credit card (online bookings are charged in AUD\$)**Please charge \$ to my Credit Card Visa Mastercard Bankcard AMEX DinersCard No. Cardholders Name Expiry Date Signature **Electronic Funds Transfer**

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
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Should you be unable to attend, a substitute delegate is always welcome to attend at no extra charge.

Alternatively a refund less 50% will be made for cancellations received in writing (letter, email or fax) up to 30 days prior to the event. Regrettably, no refunds can be made less than 30 days prior to the event. However course materials will still be sent to you.

*exchange rate subject to fluctuation

*speakers subject to change due to unforeseen circumstances

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