

# Битката за талантите Competing for talents

**Employer Branding & Forward Education 2017** by b2b Media

# WESTERN EXPO HOTEL SOFIA

Panorama Hall 24/11/17













































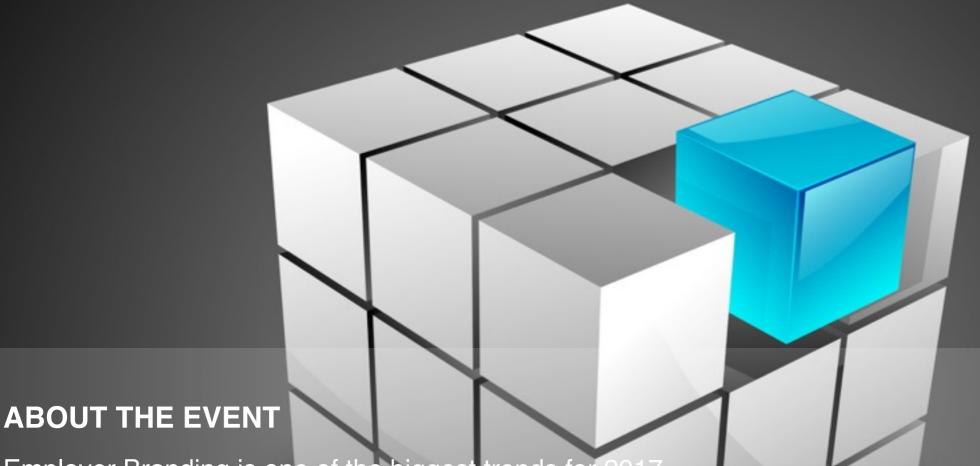












Employer Branding is one of the biggest trends for 2017.

On this major event industry experts will share good Employer Branding practices and candidates representatives will talk about how do they look for jobs and companies. It'll be a great networking opportunity to share experiences and promote new contacts.

This event will bring together the leading employer branding practitioners and thought leaders to develop solutions to today's major employer branding challenges. This Summit gathers the best strategists and most capable implementers to help you gain insight, start and sustain an employer brand strategy that fits your organisation's goals and values.

Advance your professional development as you learn and network with leaders who are driving innovation in employer branding.



# **DESIGNED FOR**

HR professionals

Talent, Recruitment and Marketing professionals

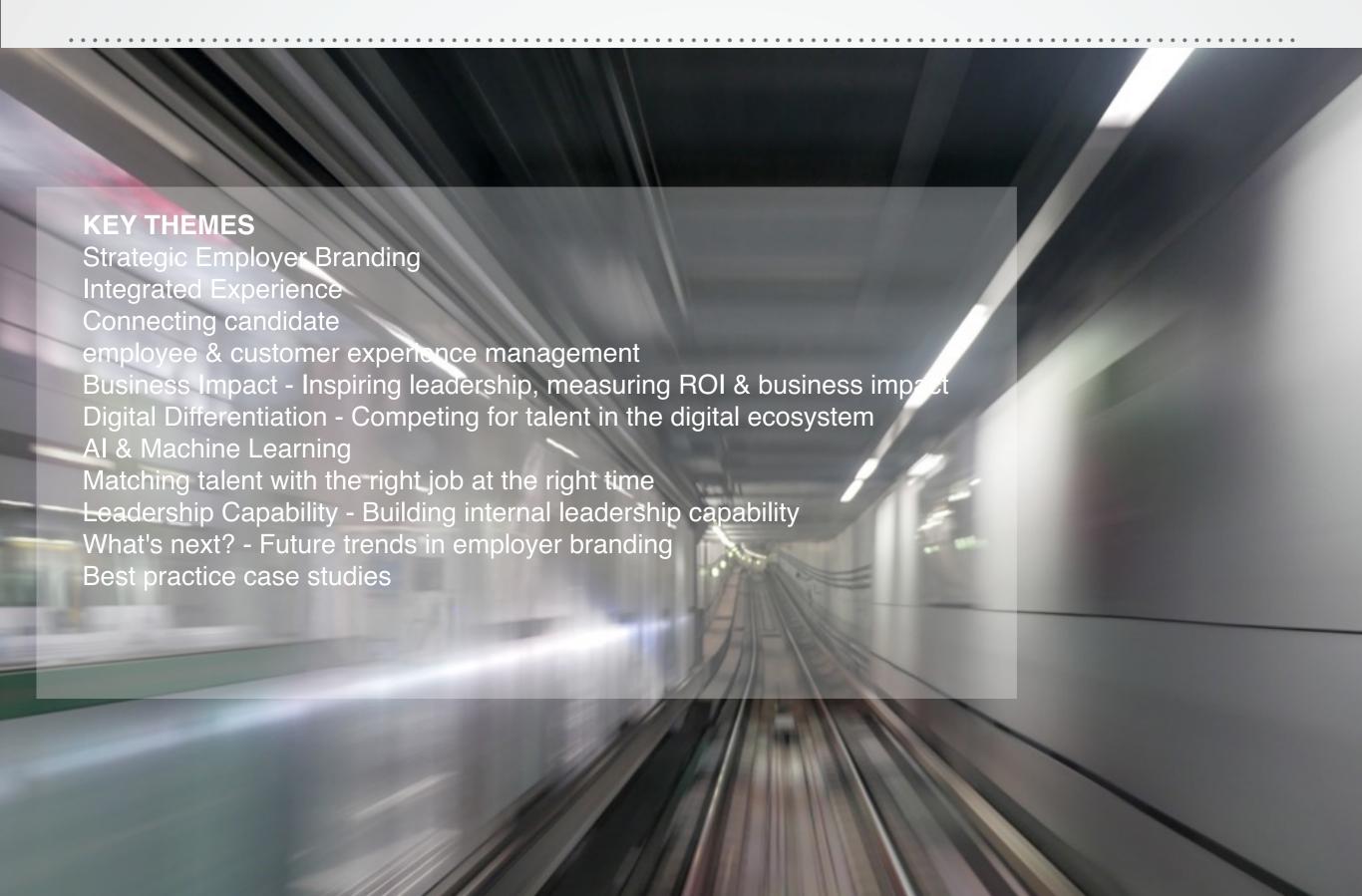
Communications, PR and Employer Branding professionals

and everyone who is serious about developing a strategic approach to employer branding to attract and retain the talent to drive innovation and growth in their company. Learn new ways to adapt to the key trends driving the future of work.

\*\*

### **EXPECT TO MEET:**

- » General Managers and business owners
- » Human Resources Directors
- » Directors, Managers and Experts in Marketing
- » Branding Managers, PR Specialists and Communication Experts
- » Senior Managers of Human Resources and Talent Acquisition Managers
- » Hiring, Sourcing, Recruiting Experts























































Pure water

Co-mad

VR Express

# THE AGENDA

9.30 - 10.30

Employer branding excellence

**Katya Dimitrova**, Managing partner at Interpartners Communications Group; CEO InterImage PR and special events agency -InterImage, **BAPRA Chairperson** 

Svetlozat Petrov, CEO of JobTiger

Katya and Svetlozar will share their vision on how companies need to evolve their thinking and business model with a focus on employer branding if they are to attract and retain the talent required to drive innovation and growth.

How to develop a strong employer brand/ How to attract talents

Mariyana Boyanova, Executive Recruiter - Managing Director, Bulgaria at
Novi Global

Moderator: Detelina Smilkova

10.30 - 11.00

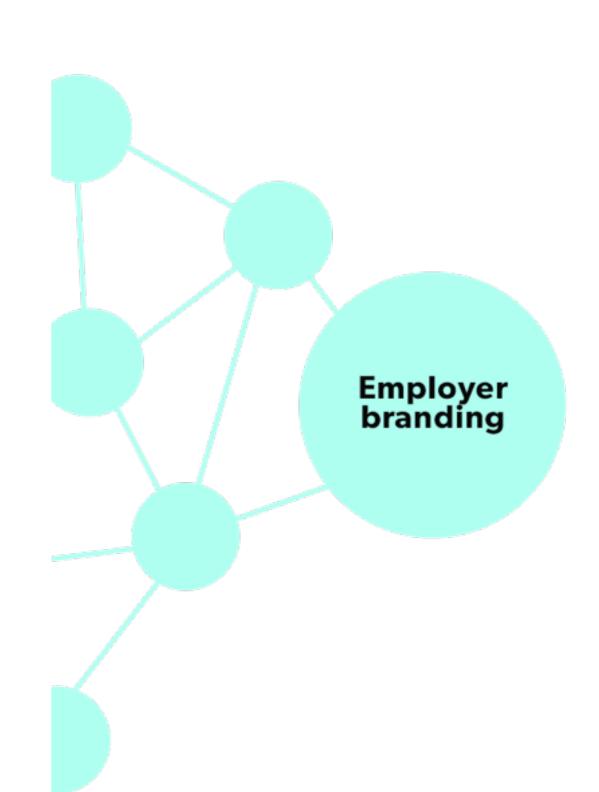
**Competing for talents** 

Competing for talent in the retail How to Build a Brand & Change Candidate Perceptions

Лидл: подходящото място за таланти

Milena Dragiiska-Dencheva, CEO, Lidl Bulgaria Petya Ivanova, HR Manager, Lidl Bulgaria

Moderator: Detelina Smilkova























































## 11.00 - 11.30

MORNING NETWORKING BREAK

#### 11.30 - 12.00

#### Redesigning your recruitment process

Traditional recruitment methods vs. next generation recruitment "marketing".

The business impact of using an automated, cloud-based end-to-end recruitment solution.

How accelerated learning programs are innovating the development of talent across the employee lifecycle to increase quality of hire, engagement and productivity.

Ivanina Donneaux, Country manager, LR Health & Beauty System Bulgaria

Бизнес моделът на мрежовия маркетинг- възможност за професионален успех и стабилни доходи чрез алтернативна заетост

Eduardo Arévalo, Recruitment Manager/ Мениджър подбор (TELUS International Central America):

Employer Branding and EVP - It takes two to tango

Moderator: Detelina Smilkova

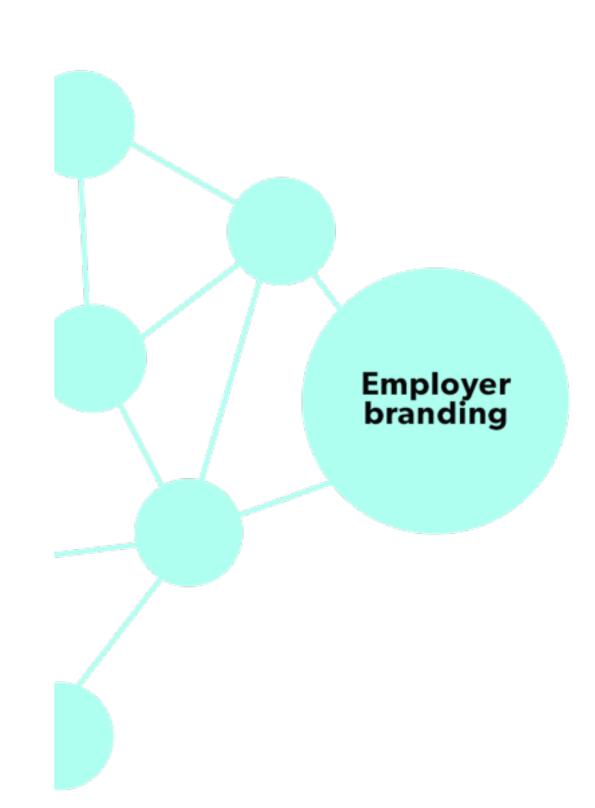
## 12.00 - 12.15

**Announcement of the:** 

**Employer Branding Awards Bulgaria by b2b Media** 

Nadya Marinova, Editor in Chief of b2b Media

Moderator: Detelina Smilkova























































# 12.15 - 13.00

The New World of Work

Insights from the leaders responsible for implementing new strategies. Developing the employer promise. How critical it is to align the Employer Value Proposition with the messages sent out by senior leadership through their behaviors and actions.

The new CEO – how to build a brand in time of changes.

Building Brand Ambassadors through Storytelling.

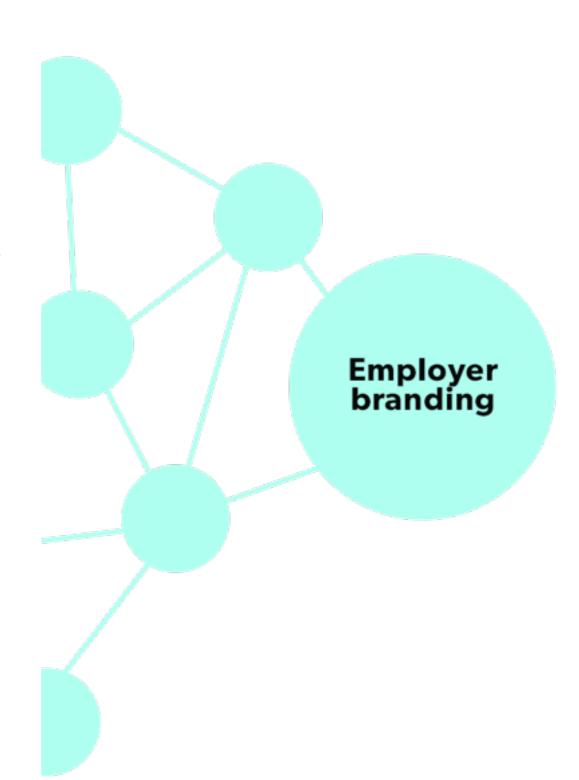
Innovative ways to develop strong and engaging relationships with talent so your company is front of mind and the preferred employer.

PhD Vanya Babanin: Brand management trough employees

Ivanina Zaharieva, Business coach, U Perform Задържане на талантите чрез изграждане на коучинг култура в организациите Talent retention by implementing a coaching culture in organizations

Moderator: Detelina Smilkova

13.00 - 14.00 LUNCH BREAK























































#### 14.00 - 14.30

#### HR, Communications and Marketing

The benefits of cooperation and coordination with key functions such as HR, communications and marketing to optimize the employee experience will also be shared. From Consumer Marketing to Employer Branding and Recruitment Marketing. Best Practices in Employer Branding.

Maxim Behar, President of ICCO and CEO of M3 Communication Group

Maria Gergova - Bengtsson, CEO of United Partners Employee Advocacy or how do you turn employees into trusted influencers?

Moderator: Radost Marinova

#### 14.30 - 15.00

#### **Employer Branding for purpose**

Developing a relevant employer "brand purpose," and bringing it to life at every touchpoint of the employee lifecycle to support changing consumer behavior and employee expectations.

The importance of agility in your employer branding strategies to successfully connect and engage with your target audience to attract the right cultural fit for your organization. Tips for Creating Great Employer Brand Content.

**Iulian Ionita,** Consultant for Corporate HR, Noble Manhattan Coach, Business Development Manager for Colorful Cultures

Moderator: Radost Marinova























































# 15.00 - 16.00

#### The Successful Employer Brand Campaign

How to adopt a single-brand approach that ensures alignment across the consumer, corporate, and employer "brands" through integrated strategies and consistent messaging in campaigning.

Branding Strategies for Smaller Companies.

Nadia Vaneva, 3con Communications: The personal story - how to build a community among talents

Личната история - как да създадем общество в нашата компания

Къде умира и се ражда работодателският бранд?
What is the one spot where employer branding is dying or being born?
Irina Goryalova, Executive Organizational Leadership Coach & Managing
Partner at DreamersDo /

**Ирина Горялова**, коуч по организационно лидерство за изпълнителни директори и управляващ партньор, DreamersDo

**Елена Церовска**, Strategic Storyteller в Brandworks: Когато брандовете говорят, но никой не слуша When brands are talking, but no one is listening

Moderator: Bilyana Pantaleeva























































# 16.00 - 16.30

Forward Education: Dual education systems and the intensive apprenticeship programs

Dual education introduced in Bulgaria. How employers can influence the content of vocational training programmes carried out as part of practical training within the company?

**Sofia Damianova**, Austrian Embassy: Dual education as a win-win situation for companies and graduates

**Vera Petkanchin**, Business Development Manager, Junior Achievement Bulgaria: Изграждане на таланти с предприемачески мироглед - основа за създаваща стойност икономика

Moderator: Detelina Smilkova

16.30 - 17.00

**Networking event** 

Svetlana Prodanova-Valcheva, director of BNI Bulgaria

Raffle

Wine& Networking

Moderator: Nadya Marinova, Editor in Chief at b2b Media Group























































Вдъхновения

AUBG



Коя е предпочитаната компания - проучване



Как се промени ролята на HR и как всеки служител се превръща в посланик:

# OVER THE YEARS, B2B MEDIA HAS HOSTED SENIOR-LEVEL DELEGATES FROM TOP COMPANIES AND ORGANIZATIONS

Contact us: office@b2bmedia.bg
0897885408

