



TALENT

Битката за талантите

Competing for talents

Employer Branding & Forward Education 2017
by b2b Media

BEST WESTERN EXPO HOTEL SOFIA

*Panorama Hall
24/11/17*





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ABOUT THE EVENT

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

KEY THEMES

Strategic Employer Branding

Integrated Experience

Connecting candidate
employee & customer experience management

Business Impact - Inspiring leadership, measuring ROI & business impact

Digital Differentiation - Competing for talent in the digital ecosystem

AI & Machine Learning

Matching talent with the right job at the right time

Leadership Capability - Building internal leadership capability

What's next? - Future trends in employer branding

Best practice case studies



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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





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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





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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





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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





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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





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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





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Вдъхновения

AUBG

Бързо въведение в Employer Branding

Коя е предпочитаната компания - проучване

Какво се случва в настоящото десетилетие до 2020 г.

*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**

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