

Employer Brand Reputation Management in Asia



Join the popular Brand Balance Pte. Ltd's morning sessions to share your ideas with other experienced business leaders. Welcome to our next morning session to hear about Employer Brand Reputation Management in Asia.

12th October at 8.30-11.00, WTC Marskin Sali, Aleksanterinkatu 17, Helsinki

Growing your business and employer brand in Asia?

Has your company challenges in keeping talent in Asia? As the fight for the talent in sharpening, Employer Brand Reputation is to be seen as a more strategic and integrated area of expertise.

An employer brand must create a human connection.

Learn to know your audiences much closer. Attraction, engagement and talent retention not only involves questions of compensation packages. The employment experience in Asia consist of economic, social, cultural, psychological and religious angles, as well managing the candidate experience as a positive one.

Taste bites:

- **Economic and social aspects of Employer Brand Reputation**, Annamari Lammassaari, Chair of the Board, Brand Balance Pte. Ltd
- **People & Culture & Business Competences in India**, Narahsima Boopathi, Recruiting strategist, Brand Balance Pte. Ltd
- **How to keep the talent in India**, Ulla Roiha, India and CSR specialist, Finnish Business and Society
- **Know your employees wants and needs in China**, Chen Wang, Sales&Marketing, Brand Balance Pte. Ltd.
- **Learnings from Cross Culture Coaching**, Raija Salomaa, Cross Culture Coach, Brand Balance Pte. Ltd
- **Launching of the NEW Brand Balance Travels**. The first BBT learning trip to Hong Kong and China will take place in Nov/Dec with the theme of "Business of Design & Employer Branding", Annamari Lammassaari, Chair of the Board, Brand Balance Pte. Ltd.

The price of the of event is 98 Euros (VAT 0%). and it is invoiced after your email confirmation. It is not refundable but endorsable. If you are not able to attend yourself, you are welcome to offer this opportunity for your colleague.

Please reserve your seat by 28.9.2011. Register by sending your email and contact details to the email below. Annamari Lammassaari, CEO +358 45 8918 586, email. annamari.lammassaari@brandbalance.fi



Brand Balance Pte. Ltd.'s passion is to energize corporate and employer reputation in Asia.

www.brandbalance.fi