

Coca-Cola

BACK

STAGE

#1 EMPLOYER BRANDING

How to win
the war
for talent.

Hotz
Brand Consultants

*Make Coke happen
every Day!*

#1 EMPLOYER BRANDING —

How to win the war for talent.

More and more companies are suffering from a shortage of specialists and are battling for new employees as well as new customers. The demographic development, global cut-throat competition, the political environment, and new values for employee-generation “Y” mean that recruitment and motivation need rethinking. A high salary is no longer enough to attract good employees and retain their enthusiasm in the long term.

Leading companies are relying more and more on the power of a strong employer brand which makes the company more attractive and increases the number and quality of job applications. If the brand is also mobilized within the company, this can strengthen the identification and loyalty of the existing employees. Studies prove that an attractive employer brand increases the length of time the employees remain with the company by up to 50% and reduces recruitment costs by up to 40%.

Employer branding stands for the systematic development of a strong employer brand. This is not to be confused with personnel marketing or an employer image campaign. It requires unique positioning as the basis for all activities. Using this foundation, a consistent employer world is created both within the company and outside, and long-lasting brand power is established.

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Programme —

Start: 18:00

1. In Focus: Success Factor Employer Branding (30 minutes)

Speaker: Bastian Schneider, Hotz Brand Consultants

- Current and future challenges for employers
 - Scope and effect of employer branding
 - Practical examples of strong employer brands
 - Efficient approaches and methods
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2. Behind the scenes: Coca-Cola HBC Switzerland (30 minutes)

Speakers: Ursula Kienholz & Men Keller, Coca-Cola HBC Switzerland

- Starting point and project approach
 - Intensified employer branding promise
 - Implementation in HR communication
 - Results
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3. Discussion (30 minutes)

Presenter: Bastian Schneider, Hotz Brand Consultants

- Q&A
 - Topics covered in further detail
 - Exchange of views and experiences
 - Wrap-up and closing
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4. Flying Drinks, Food & Networking

End: ca. 20:30

BACKSTAGE —

The area for an informal exchange of views and experiences behind the scenes of strong brands. Inspiring ideas and proven know-how “straight from the horse’s mouth”, from and for brand experts with ambition.

Date —

May 12, 2015, 18:00 – 20:30 Uhr

Location —

Brand Leadership Circle
Sennweidstrasse 35, 6312 Steinhausen/Zug

Registration via —

backstage@hotzbrandconsultants.ch

Language —

German

Attendance fee —

free of charge (maximum of 15 participants)