



29-30 APRIL, BELGRADE

THE ULTIMATE GUIDE TO ATTRACT AND RETAIN YOUNG TALENT

Best ways to drive up employee engagement and retention in 2020.
Simple & efficient practices that will work for you.





1

You will design the talent persona of your desired hire and create a full psycho demographic profiling.

2

You will see the candidate's journey through attraction, experience, engagement and onboarding.

3

You will put together a tangible plan that helps you to inspire, engage, motivate and retain your young hires.

ANDY PARTRIDGE



Andy is the COO of the London Data Driven Employer Brand Agency Link Humans. Their Index offers a deep evaluation of your employer brand, looking at what candidates, employees and alumni are saying about your company online. This is to help you understand how your company is viewed externally, and how you can improve your employer brand from the inside out.

In 2010 he founded Envable Workplace the company culture blog, to help companies create great company culture, to better attract, engage and retain the best people in their marketplace. Since its beginnings, over 200,000 international HR directors, managers, employees and leaders have read or contributed insights. His background is in the recruitment industry delivering in-house training and seminars to recruitment consultancies, HR professionals and line managers.





DAY 1 | AGENDA

1 MODULE

Some companies offer high remuneration systems, some others offer bars, pools and chocho tables in the working space. How do you find your competitive advantage in the New World of Work? It is all about the mindset of our future & current employees.

We will show you how to better understand Generational Differences, how to bring purpose&values to life in our work environment and how to establish an emotional connection resulting in best talents working for you.

- Understanding Generational Differences
- Your Competitive Advantage
- Bringing Purpose & Values to Life in our Work Environments
- The Power of Emotional Connection

2 MODULE

Before finding&hiring the talents, we first need to understand who is our ideal target candidate. But how do we really define it?

You will see how to create Talent Personas, using trends, insights and data and how to use Psychographic Profiling to understand better how candidates communicate with other people, what motivates them, and what values they have.

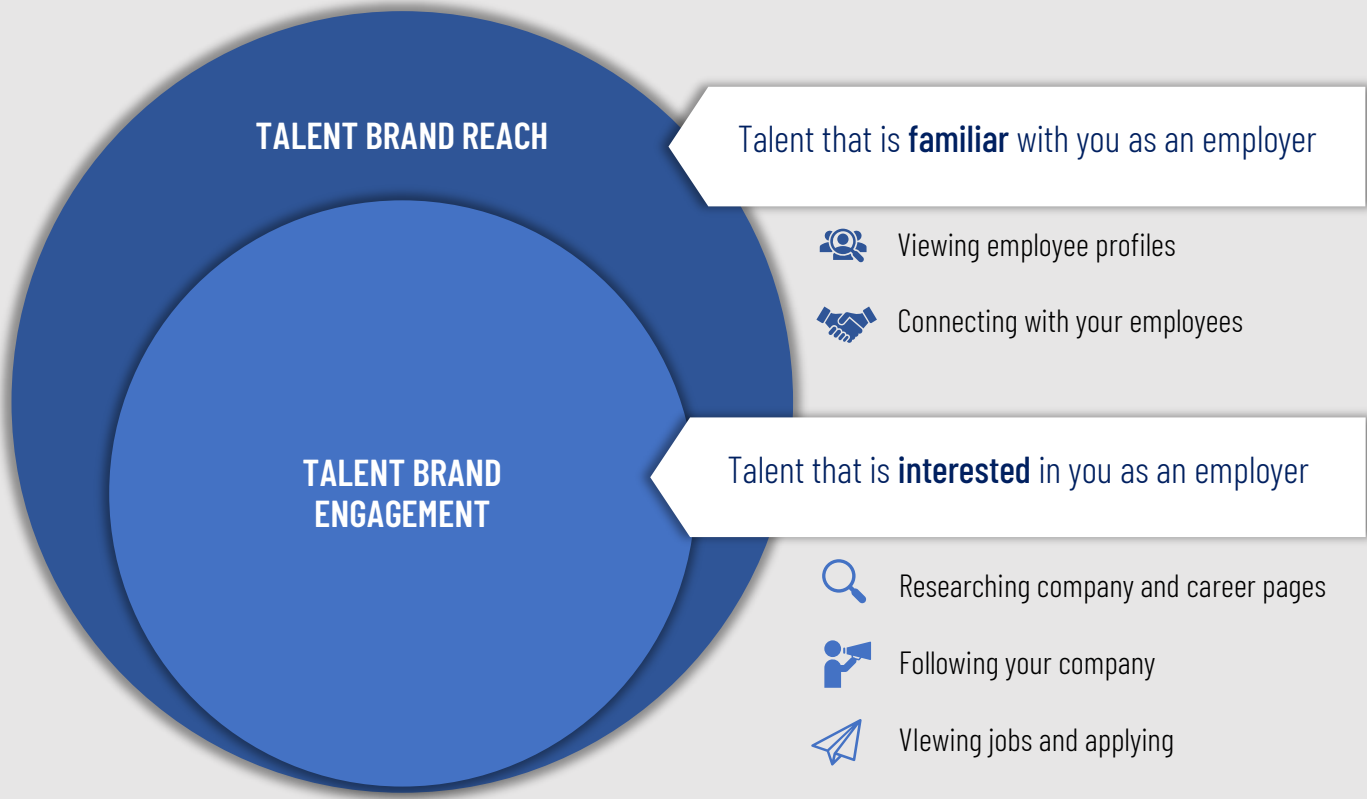
- What do we need to know?
- Creating Talent Personas
- Psychographic Profiling
- Tailoring Experience to Different People



TALENT BRAND INDEX =

Talent Brand Engagement

Talent Brand Reach



TALENT BRAND REACH

Talent that is **familiar** with you as an employer



Viewing employee profiles



Connecting with your employees

TALENT BRAND ENGAGEMENT

Talent that is **interested** in you as an employer



Researching company and career pages



Following your company



Viewing jobs and applying



Would you like to know what candidates, employees, and alumni are saying about your company online?

We will show you how "Employer Brand Index" can help you to understand how your brand is perceived externally, what are the 16 Key Attributes you can use and how you can generate deeper insights based on which you can prioritise your action plans.

- Introduction to The Employer Brand Index
- Working with the 16 Key Attributes
- How can you upgrade your Employer Brand
- Tips for Engaging Internal Stakeholders



DAY 2 | AGENDA

4 MODULE

We all have Onboarding programmes, however do they all work just as perfectly as we want them to work?

In this session we will give you additional insights and real examples of what works and what doesn't, some useful tips on how to create a great Onboarding programme for your company, and last but not least, we will share different options how to create a better experience throughout the Employee Journey

- Improving the Employee Journey
- Useful Tips for a Great Onboarding Programme
- Cool Onboarding Case Studies
- Designing an Onboarding Programme

5 MODULE

Great Employee Experience does change how our colleagues feel and how long they want to be with us. But can it happen without us doing something about it?

We will dive in to different communication styles and how we can manage and develop relationships to create that SPECIAL experience we want to give and have.

- Understanding Communication Styles
- Managing and Developing Relationships
- Awareness of Personal Strengths
- Developing Great People Experience



MODULE

Employees want to see the opportunities in their near future and not just the package they receive when being hired. But is it just us who need to show them the path or it is also on them to realize what they want and their full potential?

You will see how tools such as "Vision Board", "Personalized Journey Map" and developing Personal Effectiveness will help greatly to stay motivated, focused and positive

- Vision Board Exercise for Onboarding
- Managing Visions for Success
- Developing Personal Effectiveness
- Developing a Journey Map

TICKET OPTIONS

EARLY BIRD

PRICE PER PERSON

€1050

GROUP 3+

PRICE PER PERSON

€800

STANDARD

PRICE PER PERSON

€1200

