



# Seminar Employer Branding

Build a successful employer brand and attract talent

## Seminar objective

In this seminar, participants learn how to develop a strong employer branding in order to be perceived as an attractive employer. The aim is to develop strategies to attract the best talent and retain them in the long term. Participants will learn how to create an authentic employer brand that is communicated and practiced both internally and externally. They will also be shown ways in which employer branding can increase success in recruiting and employee motivation.

## Seminar content

### The basics of employer branding:

- Definition and meaning of employer branding
- The link between corporate values and employer brand
- Market analysis: Where does your own company stand compared to the competition?
- Practical examples: Successful employer branding campaigns

### Developing the employer brand:

- Developing an authentic employer value proposition (EVP)
- How is the employer brand communicated internally and externally?
- Brand ambassadors in the company: Recruiting employees as brand ambassadors
- Practical exercises: Developing your own employer branding concept

### Employer branding in the digital age:

- Using social media and digital channels for employer branding
- The influence of review platforms such as Kununu and Glassdoor
- Building an appealing online presence as an employer
- Practical examples of successful digital employer branding campaigns

### Employer branding and employee retention:

- Employee retention through a strong employer brand
- How employer branding contributes to employee motivation and identification
- Tools for measuring employer attractiveness (e.g. employee surveys)
- Strategies for retaining talent in the long term

## Methodology

Practice-oriented group work Case studies Development of an employer branding concept Collegial consultation Trainer input

## Target audience

### Course ref.

KOM1020

### Participants

not more than 9 participants

### Schedule

1. Day: 10:00 - 17:00  
2. Day: 09:00 - 16:00

### Location & dates

#### Münster

31.03.2025 – 01.04.2025  
05.05.2025 – 06.05.2025

### Fee

1.150,00 € (ex. VAT)  
1.368,50 € (inc. VAT)



**MANAGEMENT-INSTITUT  
DR. A. KITZMANN**

Seminare für Fach- und  
Führungskräfte

The seminar is aimed at specialists and managers from the fields of HR, marketing and corporate communications who want to strengthen their company's employer branding.



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