

# EMPLOYER BRANDING: CONCEPT, STRATEGIES AND SUCCESS FACTORS

September 30 - October 2, 2019



Executive Education  
Indian Institute of Management Ahmedabad

# Employer Branding: Concept, Strategies and Success Factors

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Great work environments do not emerge by happenstance, but rather result from deliberate and strategic initiatives aimed at attracting, engaging and retaining employees who can perform well. Researches forecast that the demographics of the workforce will change, and as a result the available supply of right labour will fluctuate. This is going to pose a challenge for organizations, because of a paradox. In some areas a large pool of candidates doesn't necessarily translate into a talented pool, and in others there will be a fight for employees with the right competencies and attitudes. Hence, the talent hunt is shifting from searching for a job candidate who can fill the position to enabling the candidate to finding the right organization, taking pride in working there, growing within and also re-joining as an alumni.

Brands are among a firm's most valuable assets and as a result Brand Management is a key activity for organizations. Not only are the products and services offered by the company being evaluated by customer, but prospective employers and other stakeholders are also increasingly considering the image of the firm as an employer of choice. By applying the principles of brand management, Employer Branding represents the organization's efforts to promote how it is consistently different, and desirable as an employer.

Progressive and futuristic organizations strive to build their Employer Brand as part of their HR strategy. Most popular application is to attract the right talent rather than opting for conventional methods, but the possible scope is more. To achieve this, organizations strive to develop unique Employee Value Propositions, both in tangible (like compensation, career growth, etc.) and intangible terms (like culture, learnings). Taking an inside out approach, Employer Branding helps to position the organization's ethos and internal practices to the outside world from the employee perspective, and it is synchronised with the internal employee experience.

In this programme, we shall attempt to understand and define Employer Branding and discuss the steps involved to put it into practice.

## Objectives

1. Define and discuss the concept of Employer Branding.
2. Significance of Employer Branding for an organization.
3. How Employer Branding is related to attracting, engaging and retaining employees.
4. Discussion of various methods, approaches and techniques in Employer Branding.
5. Role of social media, crowd sourcing platforms and best employer certifications.
6. Understand the use of new-age technologies like AI, wearables, chatbots etc. in developing a connection with current and future talent.

## Pedagogies

Case Studies  
Lectures  
Presentations by companies

## Contents

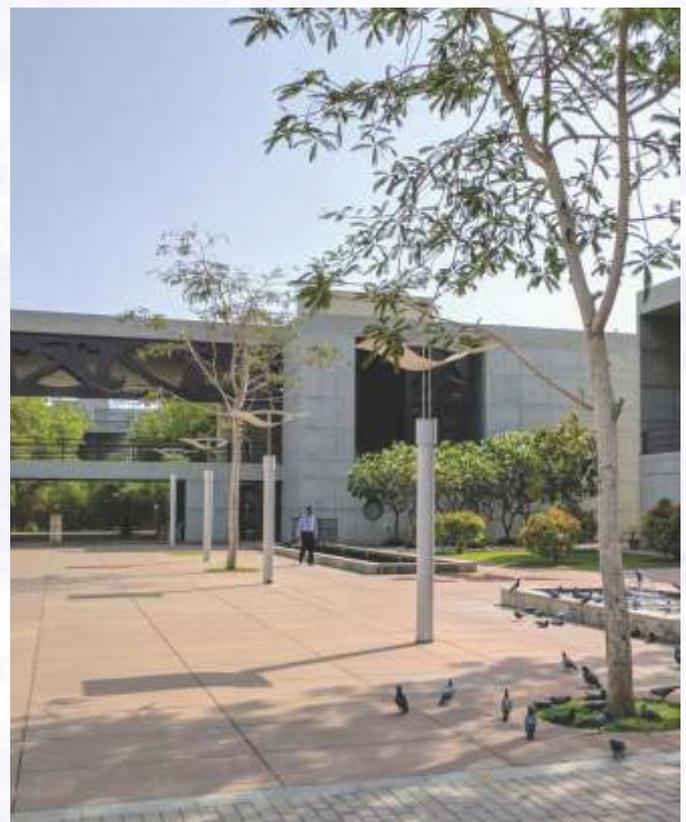
1. Overview of Branding and Employer Branding
2. Benefits of Employer Branding to organizations
3. Practices related to Employer Branding
4. Contemporary practices: Social Media, Technology and Crowd sourcing platforms
5. Evaluating the Impact of Employer Branding
6. Organizational Experience Sharing

## Participants' Profile

CEOs, CXOs and Entrepreneurs as well as Middle and Senior level employees from HR, Communication and Marketing/Brand Management functions. The programme will be in English.

## Faculty

Professor Biju Varkkey (Faculty Chair)  
Email: [bvarkkey@iima.ac.in](mailto:bvarkkey@iima.ac.in)  
Ms. Amandeep Kaur (Visiting Faculty)  
Guest faculty from Industry/Academic will also be invited



## Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **September 16, 2019**. The last date for early bird discount is **September 9, 2019**.

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

### Executive Education

Indian Institute of Management Ahmedabad  
Vastrapur, Ahmedabad 380 015.  
Phone: +91-79-6632 4461 to 69 and 4472 to 77  
Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)  
Email: [exed@iima.ac.in](mailto:exed@iima.ac.in)  
Website: [www.iima.ac.in/exed](http://www.iima.ac.in/exed)

### Certificate

A certificate of participation will be issued to the participants at the end, subject to their having attended all the sessions of the programme.

### Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation in a hotel nearby the campus.

IIMA norms do not allow participants to have guests staying with them during the programme.



## Programme Fee and Payment

**INR 80,000 plus 18% GST per person** for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **September 16, 2019**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organization concerned.

The programme fee can be paid in one of these two ways:

### [A] Electronic Fund Transfer:

1. Name of Beneficiary:  
**Indian Institute of Management Ahmedabad**
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad (IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: \_\_\_\_\_ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance:  
**Employer Branding: Concept, Strategies and Success Factors**
5. IIMA Permanent Account Number (PAN):  
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):  
AHMI00189A
7. IIMA GST Registration Number:  
24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

### [B] Payment Gateway

For more information, please visit the respective programmes listed on our website [www.iima.ac.in/exed](http://www.iima.ac.in/exed)

### Discount

**Early Bird Discount:** Nominations received with payments on or before **September 9, 2019** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not, however, guarantee acceptance of the application.

**Group Discount:** Any organization sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

## Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

## Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

### Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (equivalent to MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post Graduate Programme in Management for Executives
- Executive Education offers short duration programmes through open enrolment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year, e-Mode (online + campus) Post Graduate Programme in Management (ePGP)

The Institute has about 103 faculty members working in the following management areas and centres:

### Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group

### Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Ravi J. Matthai Centre for Educational Innovation



**Kasturbhai Lalbhai Management Development Centre (KLMDC)** located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा  
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