

Building an employment brand

Attracting, recruiting and retaining the right people is becoming harder for every type and size of organisation. An ageing population, a more globally mobile workforce, and the impact of a new generation entering the labour market are all affecting an organisation's ability to meet their demand for skilled employees. Smarter employers are challenging this dynamic by managing their employment brand – effectively managing their position in the employment market using the same techniques they use to manage their corporate, product or service brands.

Date: Thursday, 19 October 2006

Time: 5.15pm for 5.30pm

Venue: Hunt & Hunt, Level 13, Gateway, 1 Macquarie Place, Sydney

RSVP: 16 October 2006 - nicole_dizon@hunthunt.com.au



Hosted by: Anna Warne, Employment & Workplace Relations Partner, Hunt & Hunt

Anna has over 12 years experience practising in employment and workplace relations law. Her work in this area includes assisting employers in designing people strategies that achieve their organisational objectives.

Presented by: Richard Spencer, Director, Daemon Group

Richard Spencer has been an Executive Director and the Chief Executive Officer of Daemon Group since September 2003. Prior to founding Daemon Group, Richard was Senior Vice President, Global Marketing and Interactive with TMP Worldwide, one of the world's largest human capital management organisations. In that role, Richard was responsible for 15 acquisitions totalling over US\$200 million and the management and development of corporate identity programs and employment branding projects as well as a range of marketing and interactive projects. He was previously Global Head of Marketing for Michael Page International.

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