



Dr. D. Y. Patil Pratishthan's  
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SEMINAR  
On  
EMPLOYER  
BRANDING

:: Date ::  
21<sup>st</sup> Jan, 2012

:: Venue ::  
Dyan Prasad  
Auditorium, D.Y.  
Patil College of  
Engineering, Akurdi,  
Pune

:: Time ::  
9.30 AM to 4.00 PM

Student Co-ordinator :

Vaibhav Vijay  
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## HR Summit 2012

### Seminar on Employer Branding

#### *Seminar Concept:*

A good Company tag is important for a Company's ability to attract, motivate and retain the best and the brightest talent thus gaining a competitive advantage in the marketplace. With skills shortages and changing generational preferences, employer branding is playing an increasingly important role in attracting and retaining star performers in a talent-tight market.

A common challenge for HR professionals is championing the employer brand separately from the corporate brand. Measuring hard returns on investments in employer branding has traditionally been hard for organizations. The employer brand covers the entire employee life cycle. Challenges faced by Industry include **shortage of skilled labor, growth and profitability, gaining popularity and strength.**

#### *Seminar Objective:*

This one day Summit will give us insights in:

- ✓ Ways of Building awareness of your Organization as a Brand.
- ✓ Developing Strategies for recruitment and retaining talent thereby increasing Organizational Productivity and Performance.
- ✓ The knowledge and importance of employer branding and its relationship with the ability of a company to attract talent.
- ✓ The probable issues and challenges in planning and implementing an employer branding initiative.

#### *Sub Themes:*

- ▶ Employer Branding Recruitment As a Tool
- ▶ Internal HR Branding – Retention of Employees
- ▶ Employer Branding Strategies
- ▶ Employer Branding Tool for Productivity and Performance

We invite participation from students/corporates for this one day seminar. Details are as follows:

Corporates : Rs. 1000.00 per participant

Contact Person (Meenal Rao - [9822580116/meenal.rao@dypims.com](mailto:9822580116@meenal.rao@dypims.com))

Academics : Rs. 500.00 per participant

Students : Rs. 250.00 per participant

Contact Person (Taruna Sharma - [9096192084/taruna.sharma@dypims.com](mailto:9096192084@taruna.sharma@dypims.com))

Discounts for On the Spot Group Participations.