

# RETAIN & GAIN -WIN THE TALENT WAR

David Kent, Chief Executive Officer, The Right Group



How well your organisation inspires and engages its people for a positive, rewarding experience will be key to its success in the current boom. To attract, engage and retain top talent, you need to build a competitive advantage through a unique and compelling **Employer Brand**.

What pathways and imperatives will you implement to ensure your organisation not only attracts new quality talent, but manages to retain its skilled labour in the current boom? Will your organisation be forced to recruit from diminishing pools of talent, based on higher wages and salaries alone? Are you fully aware of the strategic options available to you?

**Employer Brand** development is a strategic process - a business tool which manages your number one asset, your people. It reaches far beyond creative, catchy recruitment messages.

David Kent, founder of The Right Group, one of Australia's leading, best practise providers of Brand Strategy, Research and Organisational Development services will share The Right Group's latest IP on developing compelling Employer Brands, and at the same time challenge much of the mindset around Employer Brand development in existence today.

Join us for this interactive tutorial which promises to deliver practical ideas and solutions to differentiate your organisation to compete successfully in the current talent war.

#### Key Learning points of the seminar:

- Unravelling the mistruths of Employer Branding
- A framework to build a compelling Employer Brand
- Living & breathing your Employer Brand
- Effectively managing your Employer Brand

#### Overview of The Right Group:

Established in 1995, The Right Group is a market leader in brand strategy building, organisational development and brand management. It works with companies to develop powerful brands which are lived and breathed internally across all parts of their businesses. It also provides specialist research services as part of its service offering. The Right Group's blue-chip client base span an array of industry sectors. Past and present clients include Bunnings, Atlas Iron, Leighton Contractors, Officeworks, Skilled Group, Clough, WorleyParsons, Hanson, BHP Billiton, and FAST to name a few. For more information visit [www.therightgroup.com.au](http://www.therightgroup.com.au)

**WHEN:** Thursday, 9 June 2011 at 7.30 am - 10.30 am

**WHERE:** Hyatt Regency Perth, 99 Adelaide Terrace, PERTH

RATES	Members and their guests	Non-Members
<b>Bookings Online Early Bird available until 21/5/11</b>	\$110.00	\$160.00
<b>Bookings Online</b> Regular Rate	\$120.00	\$170.00

Book online at [www.amcham.com.au](http://www.amcham.com.au)

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