

Employer Branding on Campus: Protect, Build, or Thrive?

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Brainstorm Strategy Group Inc.

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AGENDA

- Welcome & Introductory Remarks
- Employer Branding Backgrounder
- Panel Introductions
- Discussion Questions
- Open Q & A via Chat
- Wrap Up

Employer Branding on Campus: Protect, Build, or Thrive?

Talent Attraction

Step 1:

Tell an authentic and engaging employer brand story.

Step 2:

Attract the right target audience to hear it.

What is an Employer Brand?

Employer Brand

An organization's reputation as an employer

Employer Branding

The process of promoting an employer as a great place to work

*An employer brand is more than
just a great tagline.*

On campus, all employers are the
same.

(Until proven unique.)

EVP:

Employer Value Proposition

The Foundation of Your Employer Brand

The Employer Value Proposition is the underlying value that an employer offers its employees in exchange for their performance in the workplace.

The EVP is a truth about the organization that exists regardless of whether it has ever been clearly defined or communicated.

Why is employer branding important?

- Attracts the best talent
- More engaged employees
- Directs culture to support strategic priorities
- Provides motivation
- Creates brand ambassadors

Handle with Care



Panelists

- **Jordan Beresford**, Program Manager, Global Talent Marketing, Scotiabank
- **Leanne Farmer**, Manager, University Relations and Employment Brand, Veritas
- **Mary Scott**, President, Scott Resource Group

Discussion Questions

1. What are your concerns regarding employer branding at this time?
2. How can employers minimize damage to their brand if they are downsizing?
3. Are there opportunities to improve a brand in these times?
4. How will/can employers convey their brands if there are no in-person activities this fall?

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Open Q & A

- Please submit questions via that “Chat” function
- Ensure questions/responses are sent to “all panelists and attendees”

Questions? Suggestions?

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