


Employee Experience & Employer Branding Essentials for HR Professionals

Discover how your everyday HR work shapes the employee experience and employer reputation

About the Program

This program is designed for HR professionals who want to better understand their impact on employee experience (EX) and employer branding — even if these aren't their core responsibilities.

Through interactive sessions, real-world examples, and group work, you'll gain the insights and tools to align your HR practices with the broader experience and brand goals of your organization.

 **Program Duration:** 2 days (3 hours per session)

What You'll Learn

- The evolution of employee engagement & experience
- How HR functions contribute to employee perception and engagement
- **Everyday touchpoints** that impact employee experience and employer brand
- Why employee experience & employer brand efforts succeed (or fail) – with **global examples**
- Simple, effective ways to support a consistent and authentic brand from within
- How to be a **brand ambassador** through your role — no matter your title
- Leveraging **AI tools** in human resources

What's Included

- **Live, expert-led sessions** by a trainer specializing in employee experience and employer branding
- A **blend of theory and practical application** using dedicated tools
- **Interactive sessions** with up to 8 participants, offering opportunities for peer exchange

- **Real case studies**, group work, and individual exercises
- A **certificate of participation**

Who Should Attend

HR professionals in recruitment, talent development, training, HR business partnering, employee relations, performance management and more.

Upcoming Courses

Strategic Employee Experience & Employer Brand Masterclass **in June**

- 1st Session: Tuesday, June 4th, between 10AM – 1PM (CET)
- 2nd Session: Tuesday, June 11th, between 10AM – 1PM (CET)

Strategic Employee Experience & Employer Brand Masterclass **in June**


- 1st Session: Wednesday, June 3rd, between 6PM – 9PM (CET)
- 2nd Session: Wednesday, June 10th, between 6PM – 9PM (CET)

Strategic Employee Experience & Employer Brand Masterclass **in September**

- 1st Session: Wednesday, September 4th, between 10AM – 1PM (CET)
- 2nd Session: Wednesday, September 11th, between 10AM – 1PM (CET)

Strategic Employee Experience & Employer Brand Masterclass **in September**

- 1st Session: Thursday, September 3rd, between 6PM – 9PM (CET)
- 2nd Session: Thursday, September 10th, between 6PM – 9PM (CET)

 For information or registration, feel free to reach out to us at info@outliersglobal.com We're happy to help!