
Strategic Employee Experience & Employer Brand Masterclass


Build a People-Centered Brand from the Inside Out

About the Program

This masterclass is built for employee experience, employer branding, and internal communication professionals who are ready to elevate their impact.

Explore how to create aligned, future-proof strategies that enhance engagement, attract top talent, and reinforce your culture — all while building an employer brand that's authentic and powerful.

Through interactive learning, global case studies, and a hands-on project, you'll walk away with a customized action plan and the skills to make it happen.

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

What You'll Learn

- The evolution of employee engagement & experience
- Why employee experience & employer brand efforts succeed (or fail) – with **global examples**
- How to build an **organization-specific approach**
- Designing & activating your **EVP**
- Strategic use of channels (social media, web, internal comms, university events)
- How to develop and manage a strategic HR approach that aligns the employee experience with the employer brand
- Identifying and tracking the right **KPIs**
- Leveraging **AI tools** in employee experience and employer branding

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 **project assignment focused on employee experience and employer brand**
 - A **1-hour individual consultancy session** for each participant to review their project and receive tailored recommendations
 - A **certificate of completion**
 - A **set of practical templates, forms, and files** you can immediately apply in your work
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Who Should Attend

- Employer branding professionals
 - Employee experience professionals
 - Internal communications professionals
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17 Upcoming Courses

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

- 1st Session: Tuesday, June 3rd, between 10AM & 1PM (CET)
- 2nd Session: Tuesday, June 10th, between 10AM & 1PM (CET)
- 3rd Session: Tuesday, June 17th, between 10AM & 1PM (CET)

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


- 1st Session: Wednesday, June 4th, between 6PM – 9PM (CET)
- 2nd Session: Wednesday, June 11th, between 6PM – 9PM (CET)
- 3rd Session: Wednesday, June 18th, between 6PM – 9PM (CET)

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

- 1st Session: Wednesday, September 3rd, between 10AM & 1PM (CET)
- 2nd Session: Wednesday, September 10th, between 10AM & 1PM (CET)
- 3rd Session: Wednesday, June 17th, between 10AM & 1PM (CET)

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

- 1st Session: Thursday, September 4th, between 6PM – 9PM (CET)
- 2nd Session: Thursday, September 11th, between 6PM – 9PM (CET)
- 3rd Session: Thursday, September 18th, between 6PM – 9PM (CET)

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