CONCEPT

Employer Branding and Employee Value Proposition (EVP) for Talent Acquisition

18 – 22 January 2027
Amsterdam - Zuidas business district hotel



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Ref: 311_12423 **Date:** 18 – 22 January 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

Employer branding decides whether strong candidates apply, accept and recommend an organisation, yet many employers post generic job adverts, run careers pages that read like policy manuals and cannot say why people should join them rather than a rival. This Core Concept course equips talent acquisition and HR marketing teams to research and write an employee value proposition EVP, turn it into employer brand messaging, careers site and job advert copy, activate social, advocacy and campus channels, and prove impact with hiring data. Participants build an EVP and Employer Brand Activation Plan.

Course Objectives:

- Audit current employer reputation using candidate feedback, employer review ratings, applicant funnel data and a competitor employer brand scan
- Run EVP research with employees and target talent segments and translate findings into three to five evidence-backed EVP pillars
- Write an employer brand messaging architecture with a positioning line, pillar proof points and tone of voice for each talent segment
- Produce careers site content, job advert copy and employee stories that convert qualified visitors into applicants
- Plan social, professional network, employee advocacy and campus channels with a content calendar and budget split
- Measure employer brand performance through source of hire, cost and quality of hire, offer acceptance and review ratings, and report it to leadership

Target Audience:

- Talent acquisition and recruitment teams responsible for attracting candidates and filling hard-to-hire roles
- Recruitment marketing and HR marketing staff who produce job adverts, careers content and social media posts
- Employer brand and HR communications leads who own EVP messaging and reputation as an employer
- HR business partners who advise business units on attraction strategy and competitive hiring markets
- Campus, graduate and early-careers programme owners who run university relations and intern intake

Course Outline:

Day 1: Employer Brand Foundations and Reputation Audit

- Employer Brand Versus Consumer Brand Versus Personal Brand: Scope and Ownership
- Ambler and Barrow Benefit Model: Functional, Economic and Psychological Employment Benefits
- Talent Market Segmentation by Critical Role, Scarcity and Candidate Motivation
- Employer Reputation Audit: Review Site Ratings, Candidate Survey Scores and Applicant Funnel Data
- Competitor Employer Brand Scan Grid: Careers Pages, Job Adverts and Social Presence

Day 2: EVP Research and Pillar Architecture

- EVP Discovery Interviews and Focus Groups with High Performers and Recent Joiners
- Target Talent Perception Survey and Declined-Offer Reason Analysis
- EVP Pillar Model: Rewards, Career Growth, Work Environment, Culture and Purpose
- Give-and-Get Statement and Proof Point Library for Each Pillar
- EVP Validation Tests: Distinctive, Relevant, Credible and Deliverable Criteria

Day 3: Employer Brand Messaging, Careers Content and Channels

- Messaging House: Positioning Line, Pillar Messages and Segment Tone of Voice
- Employee Storytelling Formats: Day-in-the-Life Video, Team Profiles and Career Path Stories
- Careers Site Architecture, Search-Friendly Job Pages and Application Click-Through
- Job Advert Copywriting Formula: Hook, Role Impact, Requirements Filter and Call to Apply
- Social and Professional Network Channel Plan with Paid, Owned and Earned Content Calendar

Day 4: Advocacy, Early Careers, Candidate Experience and Brand Risks

- Employee Advocacy Programme: Ambassador Selection, Content Kits and Referral Links
- Campus and Early-Careers Branding: University Partnerships, Internships and Graduate Events
- Candidate Experience Touchpoint Audit from Job Search to Offer Letter
- Negative Review Response Protocol and Employer Reputation Recovery Steps
- EVP Promise Gap Diagnostics: When Advertised Culture and Lived Experience Diverge

Day 5: Employer Brand Case Work and the Activation Plan

- Employer Brand Scorecard: Source of Hire, Cost per Hire, Quality of Hire and Offer Acceptance Rate
- Technology Sector Case: Competing for Scarce Engineering Talent Against Larger Employers
- Healthcare and Logistics Case: Repositioning Shift-Based Roles for Younger Applicants
- EVP and Employer Brand Activation Plan Drafting with Channel Budget and Targets
- Peer Panel Review and Leadership Pitch of the Activation Plan

Skills You Will Gain:

- Employer Reputation Auditing
- Talent Segmentation
- EVP Research Design
- Employer Brand Messaging
- Recruitment Copywriting
- Candidate Channel Planning
- Ambassador Programme Management
- Recruitment Marketing Analytics

Why Attend This Course:

- Return with an EVP and Employer Brand Activation Plan for your own hard-to-fill talent segments, tested by a peer panel
- Replace generic adverts and careers pages with messages that give candidates a clear reason to choose your organisation
- Give leadership hiring figures that show whether employer brand spend is shortening vacancies and improving hires
- Compare attraction practice with talent acquisition teams from technology, healthcare, logistics, finance and the public sector

Conclusion:

Candidates judge an employer long before the first interview, from adverts, careers pages, employee posts and review ratings. The course moves from auditing employer reputation and segmenting talent markets, through EVP research and pillar design, to messaging, storytelling, careers content and channel planning, then to employee advocacy, early-careers branding, candidate experience and reputation risks. The final day applies these methods to cases from several sectors and produces an EVP and Employer Brand Activation Plan with a scorecard to track source of hire, cost and quality of hire and offer acceptance.