



## ONLINE WORKSHOP

04/05/2023  
15:00 – 16:30

**HR: TALENT RETENTION & EMPLOYER BRANDING**  
A DISCUSSION AMONGST SALES HOUSES

Organised by **egta.**

[www.egta.com](http://www.egta.com)

## Why?

## Concept

This is egta's first workshop **on talent retention and employer branding**. This project is a direct answer to a need voiced by our members to get insights on the current challenge to attract and retain top talent in this highly competitive advertising ecosystem.

As egta's raison d'être is to facilitate benchmarking of important topics in your day-to-day business, we believe in the power of bringing experts together to exchange openly about the challenges they are facing.

## What?

## Format

An online workshop to focus on strategies for improving employer branding and creating a workplace culture that will help you attract and retain the best talent.

15:00

Welcome and introduction by egta

15:10

What talents want to know: Learnings and concrete insights of a new report based on 7500+ questions asked by candidates to recruiters, during 134 jobinars across the industry in all Europe.



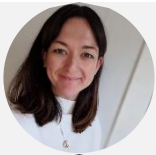
Charles de Tonnac, Senior Talent Acquisition, Careers International



15:30

Best in class: Concrete ideas and cases from sales houses across the world

Each of these very short presentations will be followed by a time for questions and answers.



"Don't just watch it, be part of it": A total reshaping of ITV's employer branding

Alice Colarusso, Director of Internal Communications, ITV (UK)



"Altogether different: how celebrating difference and increasing representation is part of our DNA and employer branding."

Nichola Ivory-Chapman, Head of Talent, Channel4



Digital Incubator Project: Attracting young talent

Marina Grabar Giljević, HR business partner, Nova (Croatia)



The importance of team building: Brand experience committee; Feel Good Fridays, Mental Health campaign and wellness days, Café Conversations....

Dane De Klerk, Talent & HR Operations Manager, Kagiso (South Africa)



16:30

End of workshop