
The First Independent Employer Branding Conference brought to Asia by LinLead.

-Inaugural Employer Brand Strategy (EBS) Summit Asia 2012 to take place on 12-14 December in Shanghai

For immediate release

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On 12-14 December, 2012 the very first Employer Brand Strategy (EBS) Summit Asia will take place at the Renaissance Shanghai Pudong Hotel in Shanghai, China. This independent conference, organized by LinLead, will bring together forward-thinking HR, Marketing and CSR professionals, and will focus on developing and managing an effective employer brand strategy and improving talent acquisition and engagement. How will employer brand strategy impact ongoing HR transformation and corporate brand strategy? This 3-day event will bring together over 20 international speakers including Richard Mosley - co-founder of the employer brand concept – and regional heads from multinationals all under the same roof.

The Employer Brand Strategy (EBS) Summit Asia will kick off with a pre-conference workshop on 12 December. Dedicated to intensive learning on the Employer Brand Action Plan, small classroom sessions will be facilitated by Richard Mosley. The main conference (13-14 December) will lay out a roadmap on how employers effectively leverage employer brand strategies to market Employer Value Proposition (EVP) through talent acquisition, development and engagement. The conference will provide a platform to fuel discussions and exchange of thought leadership on the latest market trends and best practices of employer brand strategy in Asia.

Third party B2B event organizer, LinLead, will host over 16 keynote sessions plus one panel discussion including speakers from Accenture, Alexander Mann Solutions, Aon Hewitt, Bosch, Deloitte, LEGO Troy, Fiserv Financial Service, GE, Hilton Hotel Worldwide, Macquarie Graduate School of Management, Novartis Pharmaceutical, Oracle, OCBC Bank, PepsiCo, IHG Hotel Group, Technicolor, Tencent Technology, Maximum Employer Marketing Group, People in Business, Gallup, and Bo Le Associates.

In addition to providing a solid ground for managerial leaders' overall perception of the concept and discipline of employer brand; this summit will feature fresh business cases of introduction and deployment of employer brand strategy, from benchmarking leaders in various industries - FMCG, Hotel & Chain, Banking & Financial Services, Pharmaceutical, Electronics & IT, Equipment, Manufacturing and Professional Services - to cater to participants who aim for the position of "effective top employers" and to win the war for talent.

When asked about the conference background, Emile Mac Gillavry, Managing Director of Maximum Employer Marketing Group China and one of the summit partners, commented: "When Maximum first came to China, we were the first ones this in area to focus on employer

LinLead Consultancy (Beijing) Co., Ltd 领励咨询（北京）有限公司

Unit 0400 / 0431, Tower A, Jiatai Int'l Mansion, No 41, Dongsihuan Zhong Road, Chaoyang District, Beijing, 100025, P.R.C
中国北京市朝阳区东四环中路 41 号嘉泰国际大厦 A 座 0400/0431 室 邮编: 100025
Tel:+86 (0)10 8571 1140 Fax:+86 (0)10 8571 1149 E-mail:hospitality@linlead.net

branding. It has been a long road of educating and showcasing strategies that are specialized just for this cultural and business environment. After 6 years, we can now see how the understanding of employer branding has matured, and how more companies see the increasing importance and necessity to get involved. We are very happy about this event initiative and proud to be involved in a supporting role. The upcoming Employer Branding Strategy Conference is definitely a milestone for our industry and inaugurates a new chapter for employer branding in Asia.”

As the big draw speaker, Richard Mosley has chaired and been engaged in speaking at quite a few premier events worldwide and is a global authority on employer brand. When asked to rate the event, he noted: “The Employer Brand Strategy (EBS) Summit Asia 2012, organized by LinLead, will be a breakthrough event for practitioners in HR, marketing and CSR in China and Asia; not only because naturally the topic of the event involves cross-functional areas and challenges today’s separate practice of HR and marketing respectively, but also the conference will be Asia’s No.1 employer brand event, assembling high profile speakers filled with pioneering practitioners and thought leaders from representative markets in Asia and the world, including China, Hong Kong, Singapore, India, Australia and even Denmark.”

“The EBS 2012 conference is part of LinLead’s Employer Brand Series”, noted Steven Li, LinLead conference producer. “In past years, prior to the EBS Conference, LinLead has successfully held several small-class- based, open workshops in Shanghai, Beijing and Shenzhen, attracting senior executives from HR and marketing functions in many Fortune 500 companies, as well as high-ranking professionals from employer branding agencies who are ‘early birds’ in providing consulting and outsourced services to leading employers in China.”

At the forefront of global economic downturn, much of Asia, especially economies like China, however, is experiencing higher wages which are driving up production costs leading to speculation that companies there are beginning to lose one of their biggest competitive edges. Moreover, compared with their counterparts in developed markets, most of Asian HR functions run themselves more like administration center, therefore have been left far behind, in the field. Effectiveness and efficiency of people management are highlighted as part of top priorities in business in this region.

About the event Gold Sponsor, Maximum:

Maximum is fully equipped to meet employer’s recruitment marketing and communication requirements, whether it is in Beijing, Guangzhou, Chengdu, Shanghai or any other part of China. Maximum provides innovative strategies that enhance their employer brand, attract and retain top talent and ultimately gain a strategic advantage in the ‘war for talent’ in China.

About Richard Mosley:

Richard Mosley, works with Simon Barrow in People in Business in UK, which first conceived the theory of employer branding in the early 1990’s, He is widely recognised as one of the leading world authorities

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中国北京市朝阳区东四环中路 41 号嘉泰国际大厦 A 座 0400/0431 室 邮编: 100025

Tel:+86 (0)10 8571 1140 Fax:+86 (0)10 8571 1149 E-mail:hospitality@linlead.net

on employer brand development and management. His first book, 'The Employer Brand', co-authored with Simon Barrow, has become a global best-seller.

About the Event Organizer, LinLead:

As China mainland's first home-grown independent B2B meeting organizer, LinLead makes every endeavor to Empower People in Business to Make Decision for Excellence towards a sustainable world since 2009.

Through independent market research and organizing B2B meetings for regions and industries as a 3rd party, LinLead is devoted to delivering cutting-edge Business Intelligence by creating level-playing dialogues for optimized decision-making and accelerated innovation in business, meanwhile boosting emerging Thought Leadership by providing independent industrial platforms for a balanced industrial eco-system and sustainable development!

Our paying delegates and clients are leading international firms and local business giants, many of whom are found on the Fortune 500, FT 1000 and Chinese Corporation 500. A partial list of our clients includes Wal-mart, Shell, AIA, Lenovo, Alibaba, Baidu etc.

More details on www.linlead.net.

Or enquire by:

Queenie Nie

Marketing Specialist

DID: +86 (0)10 8571 1447

Main:+86 (0)10 8571 1440-603

Fax: +86 (0)10 8571 1149

Mobile: +86 159 1084 3064

Email: marketing@linlead.net

The Organizer						
			Website: www.linlead.net			
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			Website: www.mxmm.cn			
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Unit 0400 / 0431, Tower A, Jiatai Int'l Mansion, No 41, Dongsihuan Zhong Road, Chaoyang District, Beijing, 100025, P.R.C

中国北京市朝阳区东四环中路 41 号嘉泰国际大厦 A 座 0400/0431 室 邮编: 100025

Tel:+86 (0)10 8571 1140 Fax:+86 (0)10 8571 1149 E-mail:hospitality@linlead.net

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