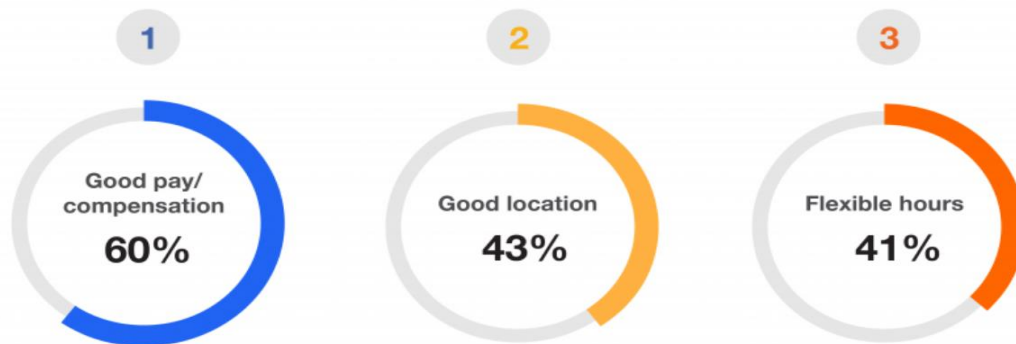




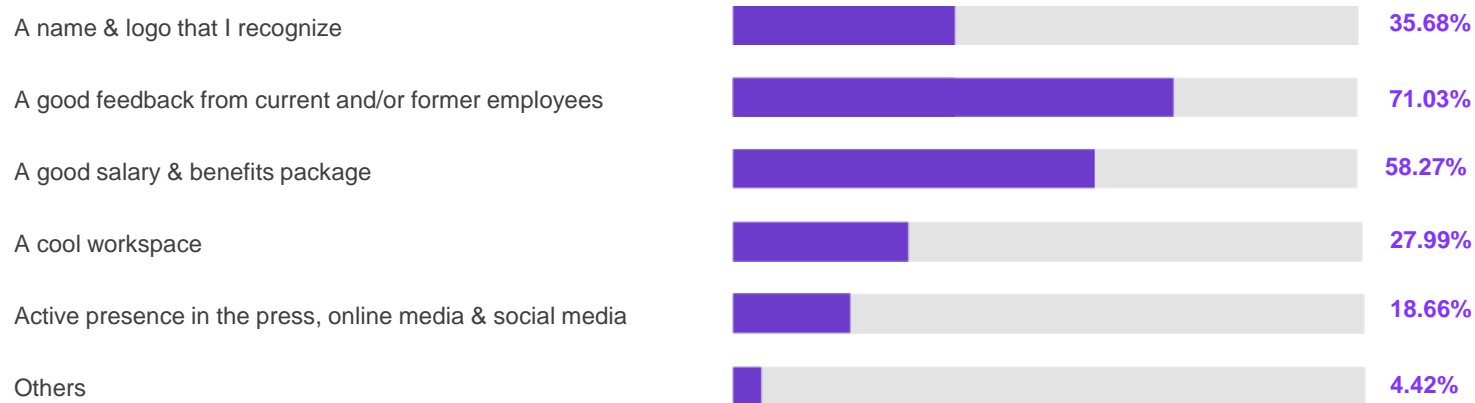
Candidate + Company = Love!?

## What are candidates looking for in a future job?

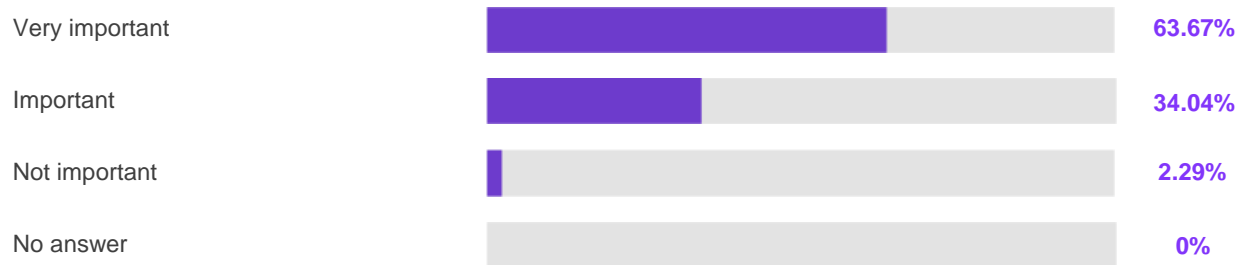


Source: Harris Poll (Base=Employed or not employed but looking, n=1,270)

## What does "employer branding" mean to you?



## How important is the brand reputation of an employer when you choose to apply for a job?



## Where do you search for information about the company?



## How would you like to find more information about the employer?



**Would you accept to work for an employer that has a bad reputation, but that can offer a 50% salary increase?**



## What are the top things that will stop you consider a future employer?





# INSIDE-out

1. A good reputation is built from inside, based on company culture & values



HR driven, not PR driven

## 2. Employer branding



PR Campaign

ejobs



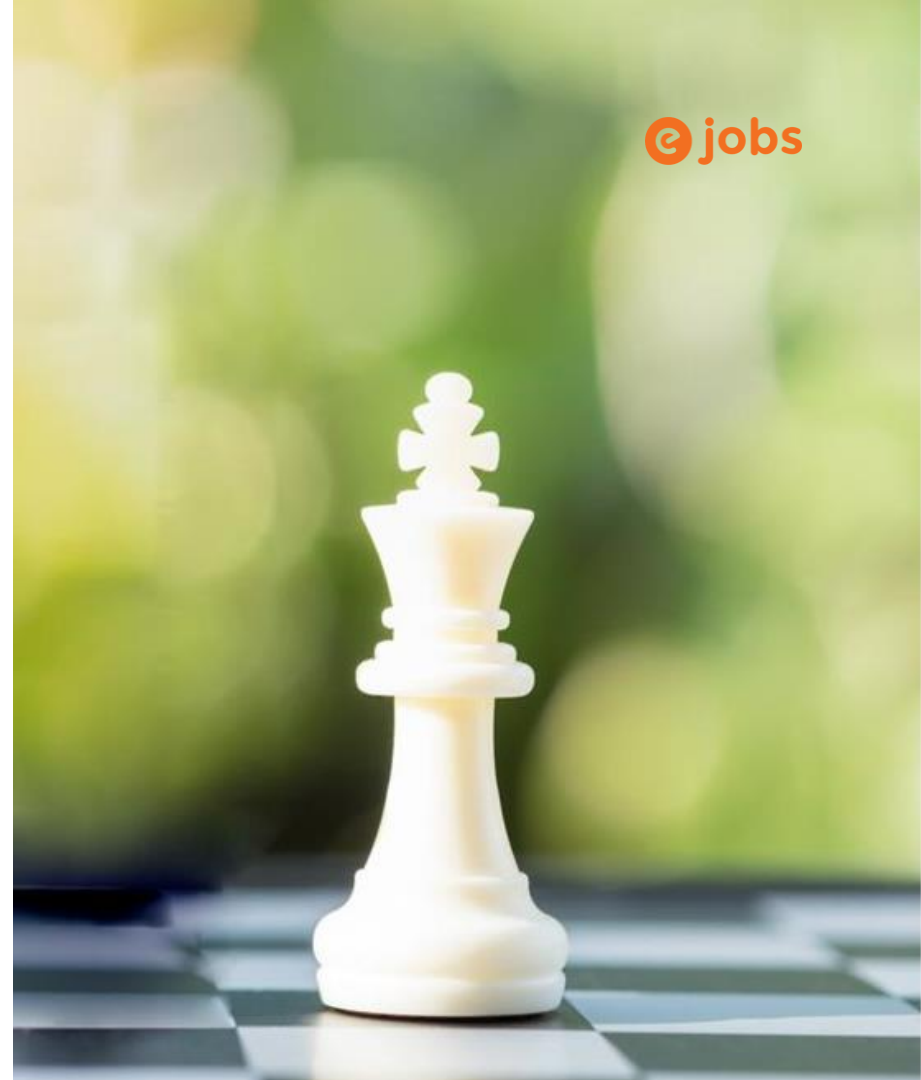
# NO Bullshit

3. **Communicate real values,**  
that a future employee will  
really discover after joining  
the company



# Content is KING

4. **Content is very important to attract candidates.** Stay independent from any social network/third party



# Power to the PEOPLE

5. **Current employees & Former employees are the best brand ambassadors of your company**



THANK YOU!

