

EXCELLING IN EMPLOYER BRANDING

Building a competitive edge for
sustainable business growth

- Unlock practical employer branding strategies to attract, engage, and retain talent
- Gain actionable insights and interactive learning to build your competitive edge and
- Drive sustainable business growth in Hong Kong's evolving market



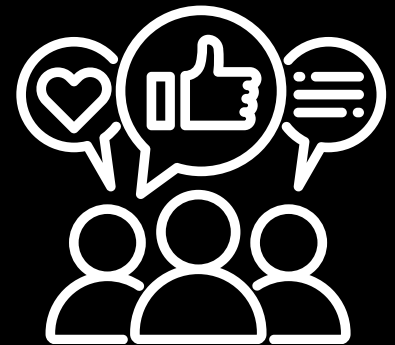
WORKSHOP CONTENT



- Why employer branding is essential today?
- Why it is important to HR professionals?
- What is employer branding and objectives?



- Roles of HR and other key stakeholders in the company
- The pre-requisite: understand your employees
- Creative ideas on low-cost employer branding strategies
- Tracking and refining the strategies
- Q&A Section



SPEAKER

Ms Cecilia Chan

Over 20 years of marketing experience delivering actionable ROI strategies for major corporations like Lenovo and PCCW, as well as agile start-ups like Carousell.

An award-winning brand architect and HKUST MBA graduate who serves as a guest speaker at universities and a judge for prestigious industry awards.



Cantonese
with English materials



27 May 2026 (Wed)
9:30am – 5:30pm



HKIHRM, Units 1810-15, 18/F,
Millennium City 2,
378 Kwun Tong Road,
Kwun Tong, Kowloon
(3-minute walk from Ngau Tau Kok MTR station exit A)



	Member	New Member
Price	HK\$ 2,200	HK\$3,445
Early Bird Offer [Only if enrolment & payment are received by 30 April 2026]	HK\$ 2,000	HK\$3,245