

A Journey from Attraction to Selection

milch & zucker[®]
THE MARKETING SOFTWARE COMPANY

Invitation

Employee Branding
Global Masterclass™
with Brett Minchington
aligned with
Diagnosics
Psychological
Suitability
Management
and
Employability
Portfolio

International HR Conference
5th and 6th October 2009
From Attraction to Selection
Bred Nauheim



A Journey from Attraction to Selection

Dear Clients & Partners,



Despite the dire financial situation across the globe, companies everywhere are suffering from a severe “talent crisis”, which is hindering them from taking advantage of their potential for success. Irrespective of the current phase of economic stagnation, 30% of 39,000 employers surveyed are finding it increasingly difficult to attract qualified personnel (Manpower Inc., The Global Talent Crunch, 2009). This trend is guaranteed to continue, gaining impetus at the very latest by way of the expected economic upswing, the negative demographic developments in industrialised nations and the paradigm shift in the area of communications (Keyword: Web 2.0).

With this conference, we would like to help your company ready itself for these upcoming challenges and to introduce you to the best possible solutions. Selected speakers from Australia, Belgium, Germany, Great Britain, the Netherlands and the United States will show you how to attract, engage and retain qualified job candidates, covering aspects from the development of your employer brand to innovative HR marketing strategies and the actual recruiting process.

Some 10 years ago, we came together with the specific objective of blending the areas of employer branding, HR marketing and recruiting into one comprehensive and harmonious service package. We are grateful for the success we have had since those early days and would like to thank our clients and employees for their efforts and achievements in making our vision become reality.

See you in Bad Nauheim!

Michael Palmen

Ingolf Teetz

Frank

Kai Pawlik

Carsten Franke, Michael Palmen, Kai Pawlik, Ingolf Teetz
Founders and Managing Directors of milch & zucker -
The Marketing & Software Company AG

Speaker

Presentation in



German



English

3



» Brett Minchington

MBA, Chairman/CEO, Employer Brand International, Torrensville/Australia

“Employer Brand Global Masterclass™”

Mr. Minchington will be presenting some of the world’s best-practice samples of employer brand management, while showing you how to tailor the employee lifecycle in order to attract, engage and retain top talents. The latest global employment trends and their impact in Germany will also be discussed, and you will learn how to audit, design, integrate and evaluate your employer brand, decrease recruitment lead times and increase the quality of hires. While on the subject of Web 2.0, Mr. Minchington will help you to leverage social networking channels, thereby nurturing talent pools, pipelines and communities. Aspects of the role of leadership in employer branding will round off this highly interesting talk.



» Filiz Bökli

CEO, MPB Bökli Corporate Consulting, Osnabrück/Germany

“Containing the Brain-Drain: A Diversity Career Portal for Specialists and Executive Staff”

Filiz Bökli studied business information technology at university and has since gained comprehensive experience in the field of Internet portals.

She worked for Lycos and Competence Site, assuming various project management and business development duties. Together with her brother, Dr. Ediz Bökli, she founded a German-Turkish HR consultancy in Osnabrück in 2005.



» Wolfgang Dick

Specialist IT Coordinator, HR Resource Management, Centre for International Migration and Development (CIM), Frankfurt/Germany

“Field Report: Recruiting Processes in Talent Pools for GTZ/CIM”

Wolfgang Dick has been working for the Centre for International Migration and Development (CIM) in Frankfurt since 1999. There, his main task is recruiting specialists and executive staff for assignments in countries collaborating with Germany on a development level. He is also IT coordinator at CIM in the field of IT-supported recruiting processes. He has been representing CIM in a special work group entitled “HR Resource management – eRecruiting” together with the German Technical Cooperation (GTZ) since 2006, also introducing milch & zucker’s BeeSite® application at GTZ and CIM.



» Nadine-Lan Hönighaus

Communications & Government Relations – Brussels Office, Ludwigshafen/Germany

Case Study: “Employer branding at the world’s leading chemical company, BASF”

Nadine-Lan Hönighaus is responsible for coordinating BASF’s employer brand communications measures around the world. She also represents BASF’s human resource interests at the Group’s branch office in Brussels. Nadine-Lan studied languages, business and culture in Passau, Germany, and London, England. She joined BASF in 2002. Known simply as “The Chemical Company”, BASF is the world’s leading chemical corporation. Its product portfolio includes everything from chemicals, synthetic materials and processing products to pesticides, fine chemicals, oil and natural gas.

Speaker

Presentation in



German



English

4



» Sabine Josch

Dept. Manager of HR Marketing and the HR Service Centre, Otto GmbH & Co KG, Hamburg/Germany

“Showing the Way: Employer Branding at the Otto Group”

Sabine Josch has gained vast experience in the conception, implementation and management of shared-service organisations. In 2005, she took charge of the HR Service Centre at Otto, a leading international mail-order company. Two years later, she assumed the added responsibility of overseeing the company’s HR marketing activities. The latter position has required her to become involved in the development and implementation of the Otto Group’s employer brand. Previously, Sabine had held various HR-related positions and was also divisional manager of marketing and PR with the Hermes Logistics Group. She studied psychology at university.



» Dr. Jürgen Kumbartzi

Managing Director, TAIKN, Strategische Markenberatung GmbH, Heidelberg/Germany

“Corporate Branding vs. Employer Branding”

Dr. Jürgen Kumbartzki studied economics at the University of Bonn, majoring in marketing and games theory. He earned his doctorate at the WHU – Otto Beisheim School of Management in Koblenz, Germany, submitting a thesis entitled “The Internal Evolution of Organisations”. He has held various consulting positions within the BBDO Group in Düsseldorf and Frankfurt since 2000, also lecturing Innovation Management at the SRH Hochschule Heidelberg. Today, he is the managing director of TAIKN Strategic Brand Consulting, based in Heidelberg.



» Aymeric Lagarde

International Program Manager, F. Hoffmann – La Roche Ltd, Basle/Switzerland

“One Door to Roche: Branding and Resourcing Online”

Aymeric Lagarde reports to the Head of Global Attraction, Sourcing & Hiring strategic team. He is the “global owner”, responsible for the Roche employer brand, for the definition of the Attraction, Sourcing & Hiring KPI (Key Performance indicator) and functionally responsible for the Roche e-recruiting system.



» Miodrag Perin

Director HR Services North America, Bertelsmann AG, New York/USA

“Open Social: Employer Branding and Recruiting via Online Networks”

Miodrag Perin has over 13 years of work history at Bertelsmann. In 2001 his group began building and branding the most successful corporate and divisional recruiting web sites of Bertelsmann, which ranked #1 in benchmarks and studies. He has also been instrumental in introducing several levels of process automation. His current responsibilities are to manage the current North American product and service portfolio, global recruiting technology framework, continue to invest in R&D, expand the external customer base and strengthen strategic partnerships with other quality players in the recruiting and technology marketplace.

Speaker

Presentation in



German



English

5



HORIZONTJobs

» Eva-Maria Schmidt

Horizont/Deutschland

“Marketing – Branding – Employer Branding, HRM as a Marketing Discipline”

Eva-Maria Schmidt is head of the “Careers” department at the editorial office of the German marketing magazine HORIZONT. She is also in charge of the career portal HORIZONTJobs.de at Deutscher Fachverlag, Frankfurt, one of Germany’s leading independent publishing houses. Ms. Schmidt has been an editor with HORIZONT since 1999. She gained a degree in Romance studies at Frankfurt’s Goethe University.



Lufthansa

» Frank Schmith

Group HR Marketing and Recruiting Manager, Lufthansa AG, Frankfurt/Germany

“Psychological Suitability Diagnostics in Practice at Lufthansa”

Frank Schmith began his career at Lufthansa in 1988 as an instructor of trainees in the field of business sciences. He has been in charge of various HR management projects and departments since 1995, while also being involved, among other things, in human resource development at Lufthansa. He assumed the position of recruiting director in 2001, collaborating closely with company management. He has been responsible for HR marketing and personnel selection for the entire group since 2008.



SYNERGETICS

» Luk Vervenne

Founder/CEO, Synergetics N.V., Antwerpen/Belgium

“Pan-European Recruiting: ePortfolio and Employability Management”

Luk Vervenne has done much innovation and strategy development work on the subjects of semantics, content management and decision support for the HR and learning domain, with a focus on competency interoperability.

He is founder and CEO of Synergetics, established in 1996.



RCEURO
THE RECRUITMENT COMMUNITY FOR EUROPE

» Alan Whitford

Co-Founder, Recruitment Community Europe LLP, Gloucestershire/England

“Social Networks around the world – Germany isn’t the middle of it”

Alan Whitford has over 20 years experience in the start-up and expansion of high technology businesses in Europe. Abtech provides strategic and practical insights to the automation and web-enablement of human resource and recruitment process activities. Alan is a frequent chairman and participant in European conference programmes.

He has been published in a number of on-line and off-line media covering technical and strategic HR and recruitment issues.

Speaker

Presentation in



German



English

6



» Prof. Dr. Wolfgang Jäger

Hochschule RheinMain, DJM Consulting GmbH/Germany

“Keynote”

Wolfgang Jäger has been a professor of business studies since 1995, lecturing HR management, corporate governance and media management at the Wiesbaden University of Applied Sciences. Over the years, he has gained a great deal of practical experience in the fields of human resources, marketing and advertising, having held various executive positions in these areas.

He has been a partner in both Dr. Jäger Management Consulting and DJM Consulting since 1990, both companies headquartered in Königstein, Germany. He specialises in the optimisation of HR-management and communications-related processes and structures. He has played a leading role in numerous consulting and technical projects in these fields, also specialising in the integration of new media forms. Mr. Jäger also heads congresses and symposia and has written a variety of professional articles, manuals and reference books.



Hochschule RheinMain
University of Applied Sciences
Wiesbaden Rüsselsheim Geisenheim

DJM Consulting GmbH

Media Partners

Personalwirtschaft

HORIZONTJobs
KARRIEREPORTAL FÜR MARKETING, WERBUNG UND MEDIEN

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» Carsten Franke

milch & zucker AG/Germany

Carsten Franke is founder and management board speaker of milch & zucker. Together with Kai Pawlik, he is in charge of the company's HR Marketing Solutions unit. He has also been serving as the company spokesperson of JobStairs®, a special online job board operated by milch & zucker, since 2003. He studied industrial business management and communications. Prior to the establishment of milch & zucker, Mr. Franke served as project manager, director of marketing, consultant and managing director at various industrial undertakings, agencies and service companies. His main fields of authority include Employer Branding, Employee Branding and Online Marketing.



» Michael Palmen

milch & zucker AG/Germany

Michael Palmen is one of the four founders and managing directors of milch & zucker. He is in charge of the company's design unit, which is based at the firm's branch office in Hamburg. Mr. Palmen is responsible for creative concepts and all matters of design. He studied design and communications at the Aachen University of Applied Sciences. Prior to the establishment of milch & zucker, he worked some eight years as designer, project manager, art studio director and design consultant for various agencies, service companies and as a freelance designer. His main areas of authority include Corporate Design, Web Design, Rich-Media Applications, User-Centred Design and General User Interfaces.



» Kai Pawlik

milch & zucker AG/Germany

Kai Pawlik is one of the four founders and managing directors of milch & zucker. Together with Mr. Franke, he is in charge of the agency's HR Marketing Solutions unit. Mr. Pawlik studied advertising and communications. He started his career as an account manager, after which he was partner in the establishment, management and operation of an advertising agency, finally coming together with Messrs. Teetz, Franke and Palmen in founding milch & zucker. His fields of expertise include Corporate Branding and Employer Branding.



» Ingolf Teetz

milch & zucker AG/Germany

Ingolf Teetz is one of the four founders and managing directors of milch & zucker. He is in charge of the company's eRecruiting Solutions unit and is responsible for software development and distribution of the company's BeeSite® Product Family. He is also a founding member of the board of directors of the International HR-XML Consortium's European Chapter, responsible for all matters concerning "Application Architecture". Mr. Teetz studied physics at Justus-Liebig University in Giessen, Germany. Prior to the establishment of milch & zucker, he gained professional experience in the development of Internet technologies as a freelancer.

1st Congress Day: 05th October 2009

8

- 9:30 ■ Greetings offered by the managing directors of milch & zucker: Carsten Franke, Michael Palmen, Kai Pawlik and Ingolf Teetz

Strategy

- 10:00 ■ *“Corporate Branding vs. Employer Branding”*
Dr. Jürgen Kumbartzki, TAIKN Markenberatung GmbH
- 10:45 *Coffee Break*
- 11:00 ■ *“Showing the Way: Employer Branding at the Otto Group”*
Sabine Josch, OTTO GmbH & Co. KG
- 11:45 ■ *“One Door to Roche: Branding and Resourcing Online”*
Aymeric Lagarde, F.Hoffmann - LaRoche Ltd.
- 12:30 ■ *“Marketing - Branding - Employer Branding, HRM as a Marketing Discipline!”*
Eva-Maria Schmidt, Horizont
- 13:00 *Lunch Break*

HR Marketing

- 14:00 ■ *“Open Social: Employer Branding and Recruiting via Online Networks”*
Miodrag Perin, Bertelsmann AG
- 14:45 ■ *“Social networks around the world - Germany isn't the middle of it”*
Alan Whitford, Recruitment Community Europe LLP
- 15:30 *Coffee Break*

Recruiting

- 15:45 ■ *“Pan-European Recruiting: ePortfolio and Employability Management”*
Luk Vervenne, Synergetics N.V.
- 16:30 ■ *“Psychological Suitability Diagnostics in Practice at Lufthansa”*
Frank Schmith, Lufthansa AG
- 17:15 ■ *“Containing the Brain-Drain: A Diversity Career Portal for Specialists and Executive Staff”*
Filiz Bökli, MPB Bökli Corporate Consulting
- 18:00 Open discussion on the day's topics
- 18:15 Exchange of experiences and networking during dinner at “Dolce Pub”

Bonus

- *One copy of “Employer Branding”, “Personalmarketing” or “Talent Management” per participant, valued at EUR 34.50. Sorry, these reference books are available in German-language only!*

2nd Congress Day: 06th October 2009

9

- 9:00 ■ **Employer Brand Global Masterclass™**
Brett Minchington MBA, Chairman/CEO, Employer Brand International
- until approx.
- 16:00 *An exclusive masterclass with Brett Minchington, International Employer Branding expert and author of "Your Employer Brand attract-engage-retain". He has already delivered his masterclass in 28 cities and 18 countries.*

Content

- *World's best practice samples: Employer Brand Management*
- *Tailoring the employee lifecycle to attract, engage and retain talent*
- *Latest global employment trends and how they impact in Germany*
- *Learn how to audit, design, integrate and evaluate your employer brand*
- *Decrease recruitment lead times and increase quality of hires*
- *Web 2.0 - Discover how to leverage social networking channels to nurture your talent pools, pipelines and communities*
- *The role of leadership in employer branding*

Guest Speaker

- *"Employer branding at the world's leading chemical company, BASF"*
Nadine-Lan Hönighaus, BASF SE

Bonus

- **FREE Employer Brand Resource Pack CD-ROM**
(valued at EUR 565.00) for delegates, includes:
NEW - Employer Brand Manager's Handbook - International Edition.
Employer Brand Institute: Global Research Report.
NEW - Career website: Global Best-Practice Publication.



2nd Congress Day: 06th October 2009 | Beesite® User Seminar

10

- 9:30 ■ Greetings by Ingolf Teetz, milch & zucker AG
- 9:45 ■ *An overview of milch & zucker's product portfolio and the company's development of the past 10 years*
Ingolf Teetz, CTO milch & zucker AG
- 10:15 E-Recruiting and Talent Pools
■ *Field Report: Recruiting Processes in Talent Pools for GTZ/CIM*
Wolfgang Dick, Specialist IT Coordinator, Centre for International Migration and Development (CIM), Frankfurt/Germany
- 11:00 *Coffee Break*
- 11:15 ■ *Recruiting Trends I: CV Parsing*
Jakub Zavrel, CEO, Textkernel B.V., Amsterdam/The Netherlands
- 11:45 ■ *Recruiting Trends II: Matching vs. Searching: Differences and Advantages*
Ingolf Teetz, CTO milch & zucker AG, Germany
- 12:15 *Lunch Break*
- 13:15 ■ *Development of new functionalities, release planning and new functions of the BeeSite® Recruiting Edition, exchange of experiences, requirements, criticisms, comments, networks*
Tania Teetz, Senior Produkt Manager, milch & zucker AG
Jens Mathy, Senior Project Manager, milch & zucker AG
Ingolf Teetz, CTO, milch & zucker AG
- 16:15 *Concluding Coffee Break*

Participants

This conference has been specifically developed for executives, junior management members and project managers representing the fields of Corporate Branding, HR Marketing and Recruiting.

Selection

You may register for individual components of the conference or combinations thereof:

	Regular	For milch & zucker clients
1) Journey: Strategy, HR Marketing, Recruiting (1 st Congress Day)	600.00 EUR	249.00 EUR
2) Journey: Employer Brand Global Masterclass™ with Brett Minchington (2 nd Congress Day)	600.00 EUR	600.00 EUR
3) Journey: User Seminar "BeeSite® Software Products" (2 nd Congress Day)	-----	69.00 EUR
4) Journey 1 & Journey 2	1,099.00 EUR	849.00 EUR
5) Journey 1 & Journey 3		299.00 EUR

The Employer Brand Global Masterclass™ and User Meeting "BeeSite® Software Products" are held simultaneously.

Conference fees include beverages, snacks, lunch and dinner on the first evening.

Room Reservation

A limited room allotment has been reserved for conference participants at the special price of EUR 119.00 per single room. We are happy to book your room for you or suggest alternative accommodation.

Event Venue

Dolce Hotels and Resorts Bad Nauheim, Elvis-Presley-Platz 1, 61231 Bad Nauheim, Germany

Registration

Please complete the attached registration form and post or fax it to us by 15th September 2009.

You may also register by phone or e-mail. Please note that the number of seminar places is limited.

You will receive a booking confirmation and invoice shortly after registration. If the conference is already booked out, we will inform you thereof immediately. Registrations are handled on a "first-come, first-served" basis. You may cancel your participation in written form up to four weeks in advance of the event. No charges will apply. However, please note that no refunds will be granted for cancellations submitted later than the specified date or for non-appearance. Prices listed herein do not include VAT.

milch & zucker
THE MARKETING & SOFTWARE COMPANY AG
BAD NAUHEIM - HAMBURG - OSNABRÜCK

BeeSite® is a registered trademark and property of milch & zucker AG and has been certified by the HR-XML Consortium.

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 Internet: www.milchundzucker.de

**A Journey
from Attraction to Selection**

+49 (0) 60 32 - 93 40 27



I / We would like to take part in:

Participant 1			Participant 2		
Last name / First Name			Last name / First Name		
Position / Department			Position / Department		
E-mail			E-Mail		
	Regular	For milch & zucker clients		Regular	For milch & zucker clients
1) Journey: HR Marketing, Recruiting (1 st Congress Day)	<input type="checkbox"/> 600.00 EUR	<input type="checkbox"/> 249.00 EUR		<input type="checkbox"/> 600.00 EUR	<input type="checkbox"/> 249.00 EUR
2) Journey: Employer Brand Global Masterclass™ with Brett Minchington (2 nd Congress Day)	<input type="checkbox"/> 600.00 EUR	<input type="checkbox"/> 600.00 EUR		<input type="checkbox"/> 600.00 EUR	<input type="checkbox"/> 600.00 EUR
3) Journey: User Seminar “BeeSite® Software Products” (2 nd Congress Day)	---	<input type="checkbox"/> 69.00 EUR		---	<input type="checkbox"/> 69.00 EUR
4) Journey 1 & Journey 2	<input type="checkbox"/> 1,099.00 EUR	<input type="checkbox"/> 849.00 EUR		<input type="checkbox"/> 1,099.00 EUR	<input type="checkbox"/> 849.00 EUR
5) Journey 1 & Journey 3		<input type="checkbox"/> 299.00 EUR			<input type="checkbox"/> 299.00 EUR

Room reservation No Yes From _____ until _____
 Dolce Hotels & Resorts, Bad Nauheim, 119.00 EUR (Single room)

Company details / Invoice recipient

Company	
Street / No.	
Post code / City	Date
Phone	
Fax	Signature / Company stamp