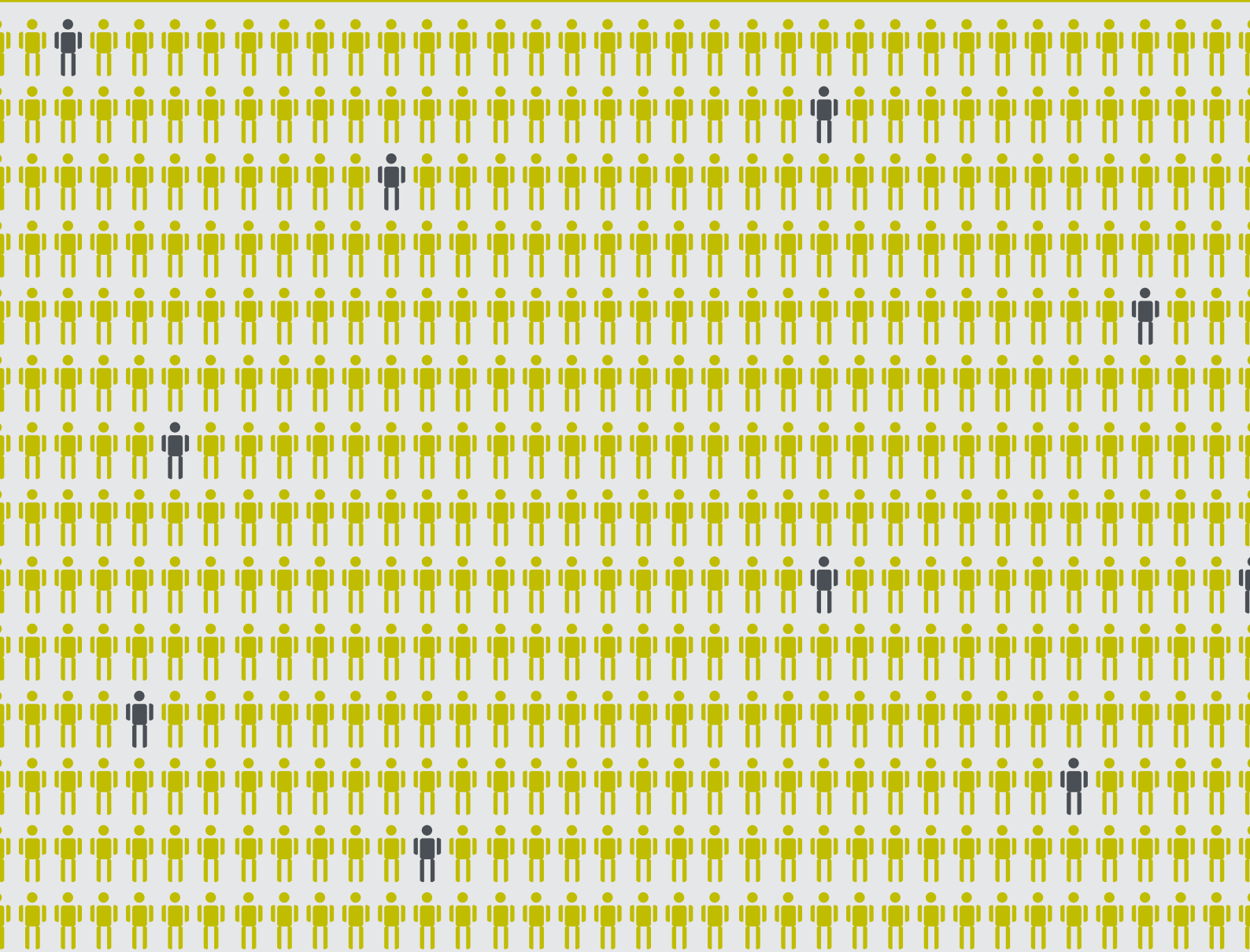


**JOHANNESBURG 2015**

**THE MUST-ATTEND EVENT**

**FOR AFRICA'S HR DECISION MAKERS**





JOHANNESBURG, 19-22 NOVEMBER 2015

HILTON HOTEL, SANDTON

THE MUST-ATTEND HUMAN CAPITAL EVENT OF 2015

## OVERVIEW

In November 2015, Africa's human capital decision makers will gather to achieve multiple objectives at one event. They will be present for the release of the Careers in Africa Employer of Choice 2015 Report, which will lead into discussions at our Talent Agenda Series HR Conference and provide the nominees for a gala awards night celebrating the continent's top employers.

Across this two-day event, there will be multiple opportunities for Corporate Partners with a credible thought leadership approach to engage and discuss the value they offer with up to 300 senior decision makers, making the event a natural business development and marketing platform for progressive suppliers of human resources departments.

## OVERVIEW: THURSDAY 19<sup>TH</sup> - FRIDAY 20<sup>TH</sup> NOVEMBER

# DISCOVER & RECOGNISE

### *Careers in Africa Employer of Choice 2015*

What motivates top African talent and who does it best?

This first-of-its-kind survey and report will reveal the answers upon its release, immediately before a gala ceremony to recognise and celebrate the continent's top employers across multiple categories, as chosen by the Global African Talent Pool.



in association with  
TOWERS WATSON 

# DISCUSS

### *Talent Agenda Series - Recruiting Excellence for Africa Conference*

Pan-African, regional and local perspectives on recruiting and retaining the best, discussed in a high-level, interactive one-day Conference.



## HOW WILL YOU BE INVOLVED?

This document contains an overview of the Careers in Africa Employer of Choice Awards and the Talent Agenda Conference, which will come together in our Johannesburg event. It also includes an overview of the Corporate Partnerships available for you to join the event as a thought leader and potential supplier.

Once you have assessed the merits of the event and taken a look at the Corporate Partnership overview, we invite you to get in touch with our Marketing and Events Team to understand how your brand would be positioned, both in the lead up to, and at the event itself.

For full details, please contact [bdteam@globalcc.net](mailto:bdteam@globalcc.net).

## WHAT IS THE TALENT AGENDA SERIES?

The Talent Agenda Series is an international programme of conferences where senior delegates come together to discuss, debate and define the future of HR for African business.

Founded in 2014, the series has already featured almost 100 speakers at the cutting edge of African HR, leading interactive, engaging sessions where the emphasis is on drawing on the experience of all to create benchmarking, best practice and solutions to challenges faced with an eye on the Pan-African, regional and specific country pictures.

As a Corporate Partner, you will join and lead discussions which help HR leaders to understand your proposition better in the context of providing human capital excellence within their own organisations.

*An exceptional knowledge-sharing platform*



2014's Conference was opened by Citi's Sub-Saharan Africa CEO, Ade Ayeyemi.



## WHAT WILL THE CONFERENCE COVER?

For 2015 in Johannesburg, the Conference is lit up by the integration of the Careers in Africa Employer of Choice 2015 Report & Awards. This Pan-African, graduate and professional, external survey of an African talent pool based throughout the world will yield incredible data and a truly fresh perspective. Insight from this initiative will be a common thread running through discussions on:

- Talent Attraction and Recruitment
- Retention and Development
- Leadership Development
- Diversity
- Employer Branding and EVP
- Social Media in HR
- Among many other targeted, topical sessions

## WHO WILL ATTEND?

- Up to 300 leaders from HR and the wider business leadership, representing:
  - Hundreds of Africa's top employer brands
  - Every one of the continent's major sectors
  - Multinational and indigenous companies
  - Lusophone, Francophone & Anglophone Africa
  - East, West, North and Southern Africa

## RECENT ATTENDEES INCLUDE:



## DELEGATE SENIORITY



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# EMPLOYER OF CHOICE 2015

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## WHY CAREERS IN AFRICA EMPLOYER OF CHOICE?

As the first-mover in international-standard recruitment for Africa, Global Career Company has been a conduit for the evolving perceptions of employers and candidates around the talent market.

This privileged position has now inspired a true market-first, a Pan-African study of the motivations and perceptions of African graduates and professionals around the world, which will clearly answer the questions:

***“What matters to African talent when choosing an employer?”***

***“How does our brand rate versus these criteria, and our competition?”***



## CELEBRATE & NETWORK WITH AFRICA'S TOP EMPLOYERS

A gala awards night will take place on 19<sup>th</sup> November, at the midpoint of our Talent Agenda Conference within a 5-Star venue in Sandton, Johannesburg.

More than 20 awards will be presented, recognising the top employers across multiple Employer of Choice Report criteria, including employer branding, commercial attractiveness, training and development, compensation and benefits and CSR, in addition to the coveted Careers in Africa Employer of Choice 2015 Award, recognising the continent's top employer, as selected by the global African talent pool itself.



As a Corporate Partner you will be a key part of this celebration, aligning your brand to the award categories which best match your offering, and promoting your services throughout multiple brand and networking touchpoints at the awards event.

## AWARD CATEGORIES

No category at the Careers in Africa Employer of Choice Awards can be entered. All are purely voted by the global talent pool with winners across various sizes and types of employer.

- Overall Employer of Choice
- Compensation and Benefits
- Commercial Performance
- Development and Training
- Brand Power
- Progression Opportunities
- Work-Life Balance
- CSR and Sustainability
- Leadership and Management
- Diaspora Relocation
- Millennial View

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# EMPLOYER OF CHOICE AWARDS

## CORPORATE PARTNERSHIP OVERVIEW

### MULTI-CHANNEL CONFERENCE & AWARDS PARTNERSHIP PACKAGES

We will design a partnership presence for your brand covering all aspects of the Careers in Africa Employer of Choice Awards and Talent Agenda Conference. This will be a multi-channel, multi-touchpoint campaign and will be the ideal vehicle for a thought leadership focused presence, delivering high-quality engagement with senior decision-making attendees across both events.

The following is an outline of just some of the benefits our Corporate Partners will receive. All packages are fully customised to your needs by our Marketing and Events Team, so feel free to challenge us to create your brand's perfect Corporate Partnership - [bdteam@globalcc.net](mailto:bdteam@globalcc.net).

#### Through the Marketing and PR Campaign

- Inclusion on All Marketing Material to Clients
- Inclusion on All PR Activity
- Inclusion in Employer of Choice Media Supplement (Published with IC Publications)
- Banners & Guest Blog Links in Monthly HTML Mailers to Client Database of 10,000 Recipients
- Pre-Event Lead Generation HTML Emails to Delegates
- Monthly Guest Blog Posts on [careersinafrica.com](http://careersinafrica.com)
- Partner Profile Page on Event Site on [careersinafrica.com](http://careersinafrica.com)
- Banner Adverts Around Event Site on [careersinafrica.com](http://careersinafrica.com)
- Monthly Promoted LinkedIn Group Discussions and Global Career Company Profile Announcements

#### Physical Branding at the Event Venue

- Pull Up Banners at the Conference and Awards
- Corporate Video Playing on Screens at Conference and Awards
- Event App Advertising- Banners and Push Notifications at Conference and Awards
- Photo & Interview Wall Branding
- Sponsored Networking Spaces

#### At the Talent Agenda Conference

- Conference Plenary Address - The Perfect Opportunity to Present Research, Data and Case Studies to the Entire Conference.
- Conference Round Table/Workshop - A Dedicated, Deep-Dive Around the Theme and Activity of Your Choice.
- Articles and Infographics in the Conference Programme
- Branded Giveaway in the Delegate Bag
- Conference Delegate Passes as Required
- Logo on Conference Holding Presentation Slides
- Meetings Booked with Attendees as Required

#### At the Employer of Choice Awards

- Articles or Infographics in the Awards Programme
- Awards Category Sponsorship, Including Branding on Your Award
- Branded Giveaway in the Delegate Bag
- Careers in Africa Employer of Choice Awards Guest Tickets as Required
- Copy of the Careers in Africa Employer of Choice 2015 Report
- Video Presentation at the Event
- Branding on Awards Show Visuals
- Signature Cocktail at the Drinks Reception
- Meetings Booked with Attendees as Required



JOHANNESBURG, 19-22 NOVEMBER 2015

HILTON HOTEL, SANDTON

THE MUST-ATTEND HUMAN CAPITAL EVENT OF 2015

THURSDAY 19<sup>TH</sup> NOVEMBER

## DISCOVER

### *Careers in Africa Employer of Choice 2015 - The Results*

What motivates top African talent and who does it best?  
Find out from this first-of-its-kind survey and report.

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2015

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## RECOGNISE

### *Careers in Africa Employer of Choice 2015 - The Awards*

A gala ceremony to recognise and celebrate the continent's top employers across multiple categories, as chosen by the Talent Pool.

CAREERS IN  
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EMPLOYER OF  
**CHOICE**  
AWARDS

THURSDAY 19<sup>TH</sup> - FRIDAY 20<sup>TH</sup> NOVEMBER

## DISCUSS

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Pan-African, regional and local perspectives on recruiting and retaining the best, discussed in a high-level, interactive one-day Conference.

CAREERS IN  
AFRICA

TALENT AGENDA SERIES

A Global Career Company Initiative

FRIDAY 20<sup>TH</sup> - SUNDAY 22<sup>ND</sup> NOVEMBER

## RECRUIT

### *Careers in Africa Recruitment Summit, Johannesburg 2015*

Recruit exceptional talent from our Global Talent Pool in Southern Africa through the continent's leading Recruitment Summit.

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Achieve multiple objectives at the must-attend African HR event of 2015

**Packages are available for you and your team to be a part of it**

Contact [bdteam@globalcc.net](mailto:bdteam@globalcc.net) for details

[careersinafrica.com/jhb](http://careersinafrica.com/jhb)