



CATEGORY: EMPLOYER BRANDING EXCELLENCE

This award wants to recognize companies that excel in shaping and promoting their employer brand to attract, engage and retain top talent. The award should highlight compelling brand messages, and innovative recruitment strategies and the winner of this category should demonstrate exceptional effort in showcasing their unique workplace culture, values, and opportunities. Companies should prove their effective communication and engagement with both current and potential employees.

They should also show that they have established themselves as employers of choice, fostering a positive reputation and competitive advantage in the talent market.

Nomination criteria:

- Innovativeness
- Employee engagement
- Achieved results
- Impact on the company

DETAILS OF THE COMPANY SUBMITTING THE PROJECT:

*Company name:	
ID No. (IČO)	
* Correspondence Address	
* Name of contact person / Person applying	
Position	
Telephone	
* E-mail	
* Are you an ABSL Member?	YES ☐ NO ☐
* Size of the centre/company	☐ Enterprise >1000 FTEs ☐ Large 500 – 1000 FTEs ☐ Medium 200 – 500 FTEs ☐ Small <200 FTEs
* The year of the establishment of the centre in CZ	

* mandatory fields

Please provide the following details of your project. We recommend max. 1000 characters including spaces for each question.

Please provide a short description of the project (max. 1 000 characters).

(In case of winning in this category – this description will be used during the gala evening and in promotion in media, website, and other channels)

1. Describe recent initiative(s) deployed by your company linked to employer branding, strengthening company's culture or/and people's engagement. What is unique in your project or unique aspects of your company culture to emphasize in your employer branding efforts

2. How do you identify and understand the preferences and expectation of your target audience (i.e. potential candidates as well as your current employees) What market research or data analysis do you use to identify your employer branding.

3. Indicate if the initiative is generated internally (based on employee's initiatives) or whether you have sought support externally (advisory, agency or consulting in areas of employer branding that contributed to developing the initiative).

4. Mention if the project is implemented on local level (only in CZ centres) or come in as a global directive.

5. Indicate any costs and/or tracked impacts on your recruitment and talent acquisition strategies? Have you observed any changes in the quality/quantity of job applicants as a result of your initiative?

6. What metrics or KPIs do you use to measure effectiveness of your employer branding efforts? Can you share any specific outcomes or ROI metrics that demonstrate the impact of your employer branding initiative?

7. Do you have any feedback either from candidate or from current employees on this employer branding initiative. Please share.

8. What strategies are you considering to address any challenges or areas for improvement identified in your employer branding initiatives?
You can support your application with a presentation, video or any other material to help promote and understand the project.