

Building the case for your place.

The Global Employer Brand Exchange will bring together over 200 people working across employer brand, talent, culture, internal communications and employee experience for one day in Madrid.

It's a not-for-profit, community-led event designed around practical participation, shared challenges and useful connections. The aim is to help attendees return to their organisations with stronger ideas, sharper skills and practical ways to move their work forward.

Here are six reasons why sending you to the Global Employer Brand Exchange is a good investment for your business.

1. You'll bring back practical tools

This is a working event, not a day of passive presentations. You'll take part in hands-on sessions covering the challenges employer brand teams are facing now, from AI and advocacy to candidate experience, inclusion, transformation and measurement. You'll return with practical frameworks, templates and ideas that can be applied to your own work.

2. You'll work on real business challenges

The programme is designed to help you tackle the issues already sitting on your desk. Alongside workshops and group sessions, the Coach track allows you to bring a live challenge into a focused one-to-one conversation with an expert. You could get support with anything from onboarding content and personal branding to stakeholder buy-in, measurement or a problem specific to your organisation. You'll leave with clearer thinking and practical next steps, not just another page of notes.

3. You'll broaden your perspective

You'll meet employer brand, talent, culture and communications professionals from different organisations, sectors and markets. By hearing what others are trying, where they are struggling and what they are learning, you'll gain fresh perspectives and practical inspiration to bring back into your business.

4. You'll connect the bigger picture

Employer brand no longer sits neatly within attraction. It's increasingly linked to culture, employee experience, internal communications, reputation, AI and retention. The event will help you understand how these areas can work together more effectively, creating a clearer connection between what your organisation promises and what people actually experience.

5. The programme is shaped by the community

Our Advisory Board brings together experienced practitioners from across employer brand, talent, culture and communications. They're helping to shape the programme, challenge the thinking and make sure the content reflects the real questions facing teams now. That means fewer sales pitches and polished presentations, and more honest experience, practical learning and sessions designed around the people in the room.

6. The value will travel back with you

The benefit doesn't end when the event finishes. You'll be able to share the tools, insights and contacts you gain with your wider team, helping to inform future plans, strengthen internal conversations and bring new thinking into current projects.

Why Madrid?

When we looked at flight and accommodation costs, Madrid was the more affordable option for many of our attendees. Choosing Madrid means we can create an international event that's accessible, not exclusive. To help keep travel costs down, we've negotiated preferential hotel rates for attendees, and we've also introduced a limited number of travel bursaries. If you've been refused travel funding but believe attending would benefit you and your organisation, please get in touch.

**One day in Madrid.
Ideas your business can use long after you return.**

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