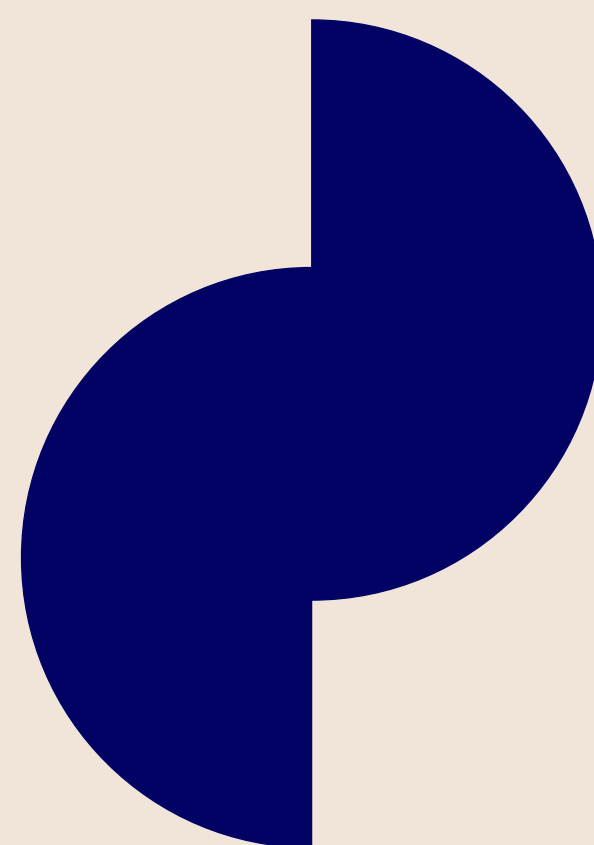
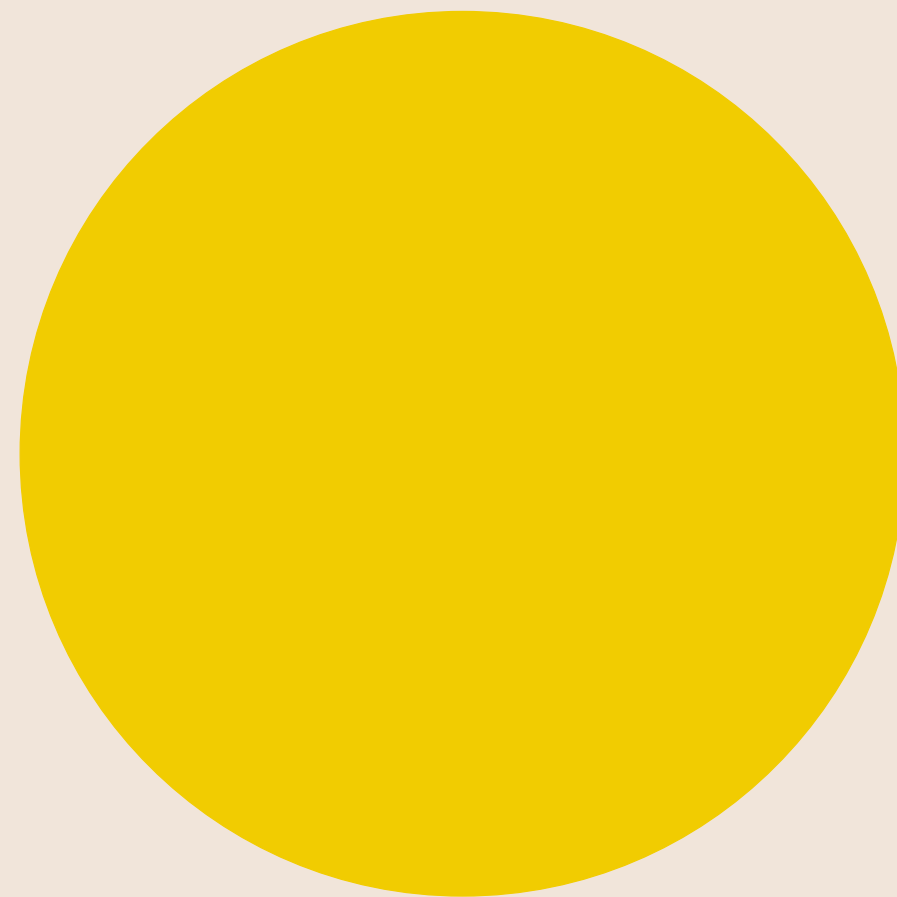
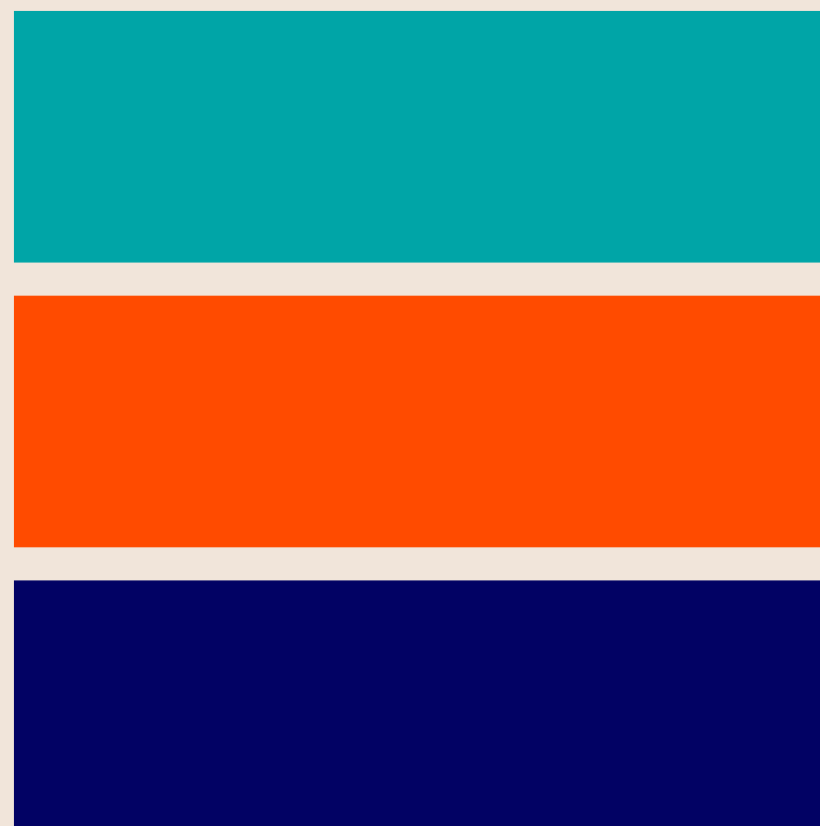


# Get involved in The Global Employer Brand Exchange.

A short guide for speakers,  
facilitators and workshop hosts.





# The Global Employer Brand Exchange is a different kind of event.

Not a day of passive listening, polished presentations or people silently taking notes. This is a working event. People will attend to think, question, build, debate, share and leave with something they didn't have before. So we're looking for sessions that feel different, too.

# What we're looking for.

We're inviting session ideas from people who want to bring something useful into the room.

## That might be a:

- Hands-on workshop
- Co-working session
- Facilitated discussion
- New provocation or perspective
- Real challenge for the room to solve
- Coaching-style session for smaller groups

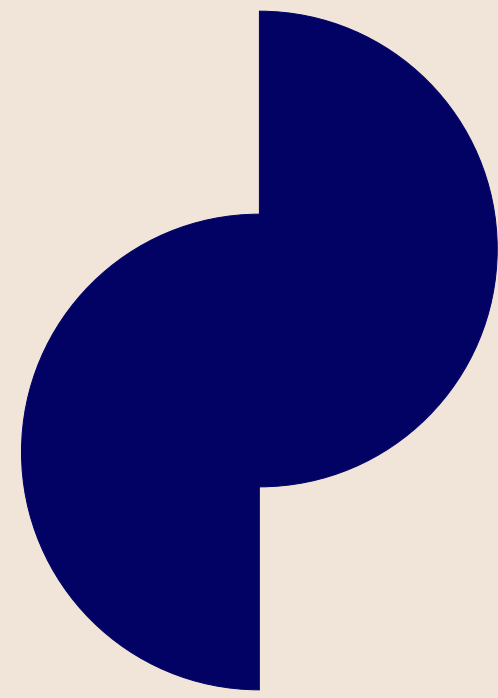


# Your idea should sit in one of our five tracks:



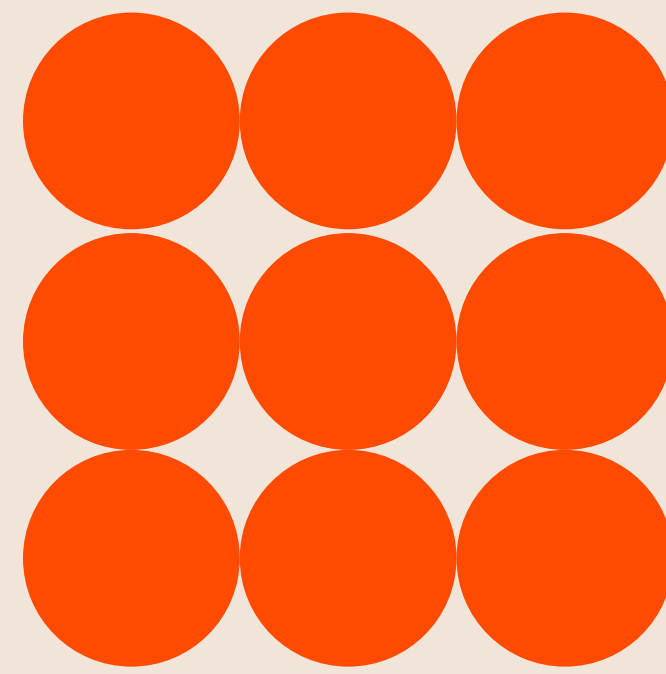
## **Showcase**

Real stories and proven impact.



## **Provoke**

Bold ideas and open debate.



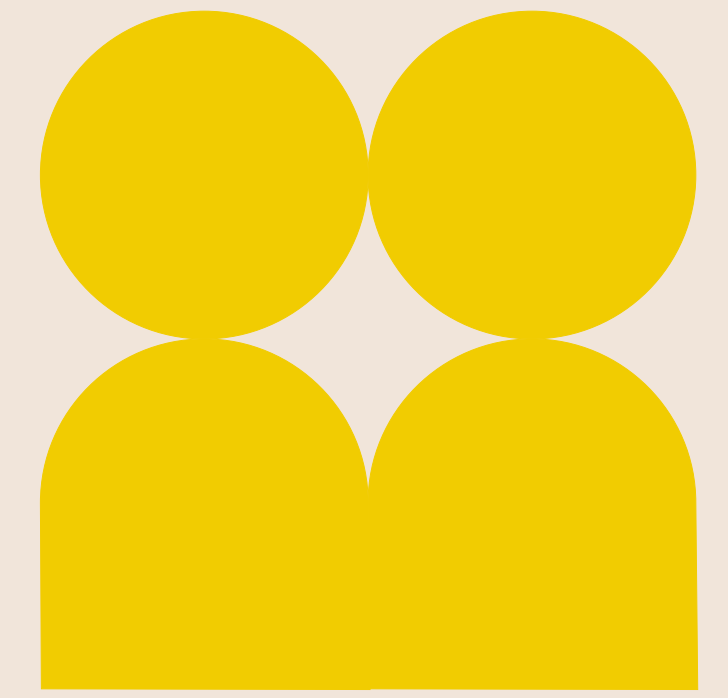
## **Equip**

Practical tools and frameworks.



## **Create**

Hands-on sessions and co-creation.



## **Coach**

Focused support for live challenges.

# What makes a strong session?

We're not looking for standard conference content.  
We're looking for sessions built around participation.

That means:

## **Engagement over broadcast**

People should take part. If your session only works because people are sitting and listening, it probably isn't right for us.

## **Experimentation over polish**

We're interested in the work behind the work. The tricky challenges, open questions, and things you're still testing. The honest lessons, not just the shiny finished story.

## **Co-creation over conclusion**

The best sessions should end with something the room has shaped together: a framework, a verdict, a set of ideas, a shared point of view or a practical next step.

# What we're not looking for.

## We're not interested in:

- Polished case studies
- Sales pitches
- Best-practice lectures
- Panels where the audience just listens
- Sessions where the Q&A at the end is the only interaction

Your experience, expertise and perspective are welcome, but it's essential that you give the room something to do.

## Ask yourself:

- Could my session be delivered to an empty room? If yes, it's a presentation.
- Does its value come from the people in the room? If yes, you're on the right track.



# Who you're designing for.

The people in the room won't all have the same job title. Some will lead global employer brands. Some will work in talent acquisition, recruitment marketing, internal communications, culture, employee experience or people teams. Some will be setting the strategy while others will be making it happen day to day.

What they'll have in common is that they're working through real questions about how organisations attract, engage and keep people in a changing world of work.

## **They'll be looking for:**

- Practical ideas they can take back to their organisation
- Honest examples, including what didn't work
- Useful tools, frameworks and ways of thinking
- Fresh perspectives beyond the usual conversations
- Help with measurement, buy-in and proving value
- Better ways to connect employer brand with culture, comms and employee experience
- Real conversations with people facing similar challenges

Most importantly, they won't just be there to listen; they'll be there to take part.

# How to submit your idea.

You can submit your idea by filling in the form on our

Our Advisory Board will then review each submission, get in touch with any further questions, and then let you know if your submission has been selected.

## **Need a hand?**

If you want to discuss your idea before you submit it, please contact:  
**[jackie.grisdale@smrs.co.uk](mailto:jackie.grisdale@smrs.co.uk)**