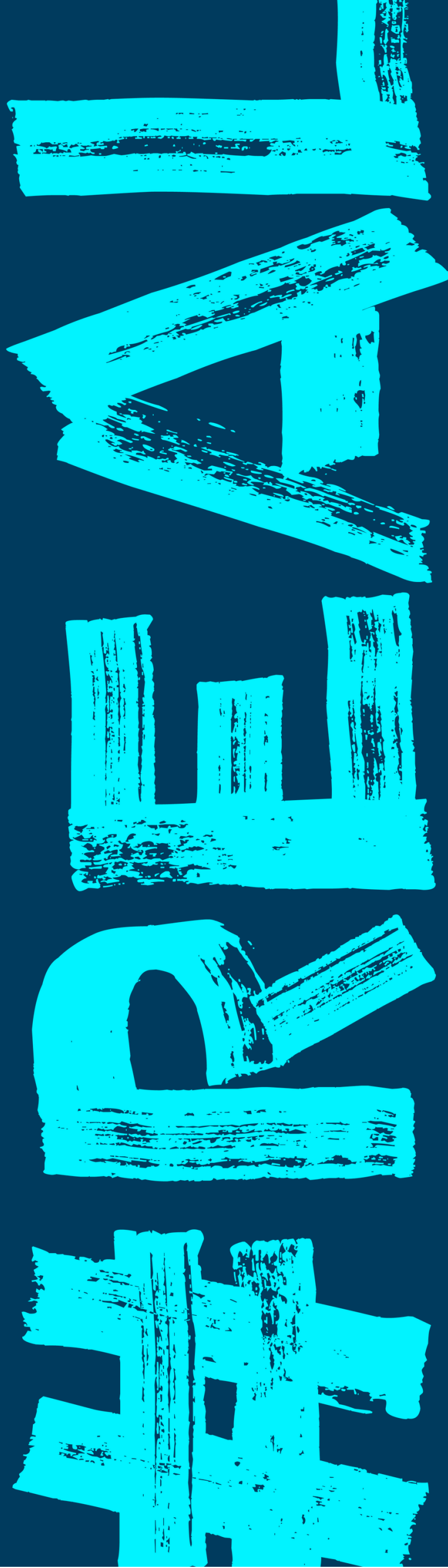




Employer Brand:ng

CONFERENCE 27

Program

REAL PURPOSE

REAL CASES

REAL PEOPLE



Confirmed Agenda

This schedule shows the current status of every slot. It will be updated as further confirmations come in.

Confirmed Awaiting confirmation To be defined No session

Day 1 Workshop Day

13:45	WELCOME
14:05–14:50 45 min	Stay Sharp An interactive masterclass on employer branding, culture, and design thinking. Through questions and surprising reveals, it challenges the obvious and opens up new ways of thinking about talent, culture, and storytelling — showing how a shift in perspective can lead to sharper insights, stronger stories, and better decisions. Ken Callebaut Creative Director, People Brigada
14:55–15:40 45 min	The Heart of Branding A workshop on building brand cultures: one part on finding the soul and unique spirit of your culture — the heart of branding — and the other on bringing that culture alive to power HR, communications, leadership, and operations — the art of branding. Built around Ton's Clubgeist values-driven development model, shaped by 25 years of conversations about what truly inspires people at work. Ton Rodenburg Strategy Director, Clubgeist
15:45–16:30 45 min	Are You Misreading Your Best People? Your employer brand may promise purpose, diversity, and belonging — but everyday communication decides whether employees actually experience it. This interactive masterclass explores how high- and low-context communication styles shape feedback, trust, hierarchy, and participation, and introduces a practical approach — pause, decode, adapt — to reduce avoidable misunderstanding and build a more inclusive employee experience. Karin Krobath Co-founder & Partner, Identifire Abdur Rehman Ahmad Talent & EDI Consultant, University of Saskatchewan
16:30–17:00	COFFEE BREAK
17:00–17:45 45 min	From Cringe to Credible In a world of AI-generated content and self-promotion, there's a growing need for real, high-value content that connects with your network. This session breaks down how to create content consistently and sustainably to build trust and growth with the right people — leaving you with a framework for your personal brand, employer brand, or company page. Britta Blanski LinkedIn Content Strategist & Consultant, Britta June and Co.
17:50–18:35 45 min	TO BE DEFINED
18:35	CLOSING

Day 2

Conference Day

09:00 – 09:10

WELCOME

09:15 – 09:25

10 min

Employer Branding Conference 2027

The Road to the Conference — opening the day and setting the scene for what lies ahead: Real Purpose. Real Cases. Real People.

Ricardo Castelo Gomes
Conference Director, Employer Branding Conference

09:30 – 09:50

20 min

When Culture Drives Performance: Leadership Lessons from BPI

João Pedro Oliveira e Costa on going all in on people, the role of leaders in building strong cultures, and why culture matters to business success.

Claudia Tattanelli
Founder & CEO, C-YourCulture

João Oliveira e Costa
CEO, BPI

09:55 – 10:15

20 min

AWAITING CONFIRMATION

10:20 – 10:40

20 min

TO BE DEFINED

10:45 – 11:05

20 min

Employer Branding 2.0: What Got Us Here Won't Get Us There

Nimai shares his experience, key insights, and takeaways on future-proofing your employer brand, drawing on his work leading employer branding for organisations including Shell, RBS, The British Army, Philip Morris, and Coca-Cola HBC.

Nimai Swaroop
Global Head of Employer Branding, Coca-Cola HBC

11:05 – 11:45

COFFEE BREAK & MEETING POINTS

ROOM I

ROOM II

ROOM III (PT)

11:45 – 12:05

20 min

Pluxee Session

Laure Pourageaud
Group Chief Human Resources Officer, Pluxee

Case Study – BCG

Beyond Search: Employer Branding in the Age of AI — as AI-powered search and large language models reshape how candidates discover employers, this session explores Generative Engine Optimization (GEO), emerging best practices for AI visibility, and how Employer Branding, Talent Acquisition, PR, and Digital Marketing teams can work together to strengthen digital discoverability.

Modiara Kamps
Head of Employer Branding & Events, EMESA, BCG

Case Study – IKEA

Joana Cambas
Country Recruitment & Sourcing Manager, IKEA

12:10 – 12:30

20 min

AWAITING CONFIRMATION

Case Study – WTW

Sofia Santos
Global Employer Branding Lead, WTW

AWAITING CONFIRMATION

12:35 – 12:55

20 min

AWAITING CONFIRMATION

TO BE DEFINED

AWAITING CONFIRMATION

13:00 – 14:20

LUNCH

14:25 – 14:45

20 min

TO BE DEFINED

ROOM I

ROOM II

ROOM III (PT)

14:50 – 15:10

20 min

AWAITING CONFIRMATION

AWAITING CONFIRMATION

Employer Branding Report Portugal 2027

Presentation of the main insights from the Employer Branding Report Portugal, highlighting the priorities, challenges, and trends shaping Employer Branding strategies in Portugal — based on data from companies actively investing in this area.

Luís Sottomayor
Founder & CEO, Employer Branding Conference

Stefan Müller-Nedebock
Managing Partner, C-YourCulture

15:15 – 15:35

20 min

Rewiring Recruitment Strategy

Combining agentic AI, automation, and human capability

Ray Culver
Global Managing Director, TALINT Partners

AWAITING CONFIRMATION

AWAITING CONFIRMATION

15:40 – 16:00

20 min

EBClub

Steve Ward
Founder & Host, EB Club

AWAITING CONFIRMATION

AWAITING CONFIRMATION

16:00 – 16:40

COFFEE BREAK

16:40 – 17:00

20 min

TOPIC TO BE ANNOUNCED

Richard Mosley
Managing Partner, C-YourCulture

Irmgard Cate
Global Talent Attraction, Acquisition & Onboarding Leader, EY

17:05 – 17:25

20 min

TO BE DEFINED

17:30 – 17:50

20 min

AI's Impact on Your Brand

The Chad & Cheese Podcast

Chad Sowash
Co-Founder & Co-Host, The Chad & Cheese Podcast

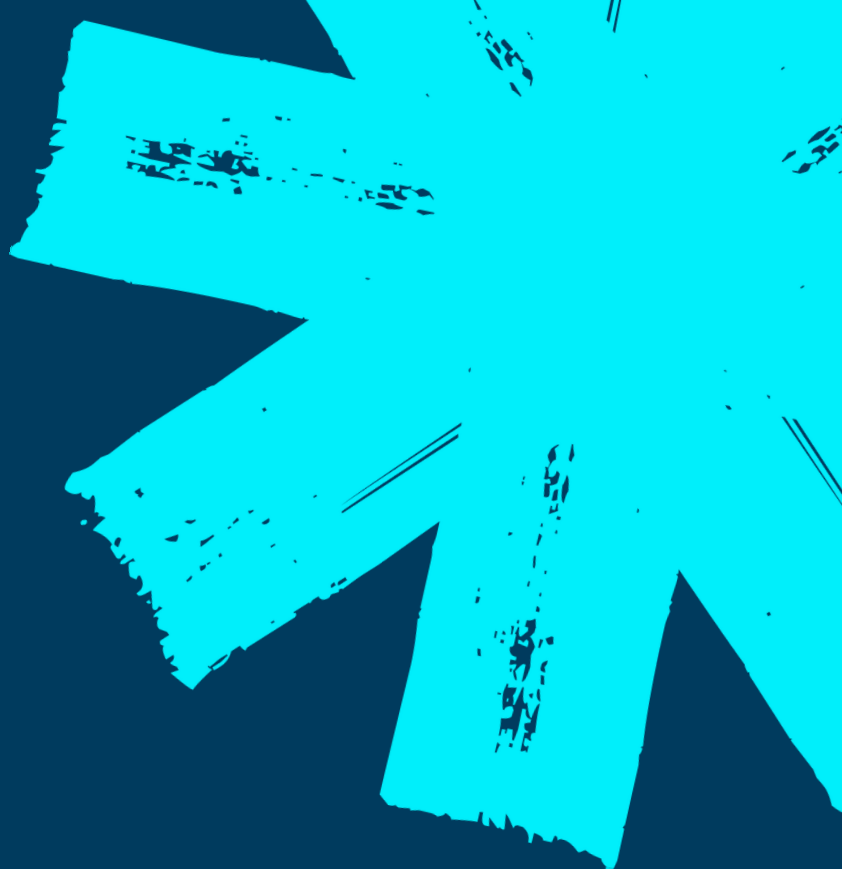
Phillip Lane
Partner – People & Culture, Miles Advisory

17:50

CLOSING

Employer Brand:ng

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REAL PURPOSE
REAL CASES
REAL PEOPLE



Organised by Talent Portugal