



Erasmus+

**Blended
intensive
programme**

EMPLOYER AS A BRAND: THE ART OF ATTRACTING TALENT

3 ONLINE MEETINGS

1.4.2026 at 17:00

HR Marketing Uncovered:
First Steps into the Field

8.4.2026 at 17:00

Employer's Reflection: Discovering
Strengths and Blind Spots

15.4.2026 at 17:00

Recruitment Reloaded: Talent
Magnet

**FACE TO FACE MEETING
20.-24.4.2026**

Book Now!

CONTACT PERSON

Štěpánka Jenešová

jenesova@vste.cz

Michaela Procházková

prochazkova@vste.cz



Okružní 517/10
České Budějovice
Czech Republic

www.vstecb.cz/en



VŠTE is a higher education institution based in České Budějovice, in the Czech Republic. It offers full-time and part-time study programs professionally oriented Bachelor and Master degree programmes. It differs from many other higher education institutions in the Czech Republic by placing a strong emphasis on the practical application of knowledge rather than on theory alone.



Employer as a Brand: The Art of Attracting Talent

Employer branding is a key tool for attracting talent in a competitive job market. It influences how an organization is perceived by potential and current employees, what values they associate with it, and whether they consider it an attractive place to start their career.

Effectively managed HR marketing allows organizations to clearly communicate their values, company culture, working conditions, and development opportunities, thereby differentiating themselves from the competition.

ONLINE MEETINGS

- discussions with experts
- international cooperation
- team work



FACE TO FACE MEETINGS INCLUDES

- One week in and around České Budějovice
- City highlights
- Interesting trips
- Educational excursions
- Fostering cooperations

**Friendship
Competitions
Network activities**