

ARE YOU READY FOR ASIA'S BEST EMPLOYER BRAND AWARDS?

The '2nd Asia's Best Employer Brand Awards 2011' in Singapore will witness the best brains in HR, who will converge to discuss the future of human resources development and the competencies HR professionals must cultivate to thrive in an ever-changing global business environment.

The Asia's Best Employer Brand Awards is researched by Employer Branding Institute and Stars of the Industry Group. These awards are presented to individuals and organisations who have surpassed several levels of excellence and set an example of being a role model and an exemplary leader. Individuals who transform organisations into institutions through organisation development, leadership, innovation, change management approach and a supreme objective of building future leaders, will be felicitated. The aim of the awards is to recognise the best of the best and is organised for a professional cause. The objective at the core is to benchmark talent and HR practices.

The categories of awards are:

- Award for talent management
- Award for best HR strategy in line with the business
- Award for managing health at work
- Award for excellence in HR through technology
- Award for continuous innovation in HR strategy at work
- Award for innovation in recruitment
- Award for innovative retention strategy
- Award for innovation in career development
- Award for global HR strategy
- Award for excellence in training
- Diversity impact award
- BPO organisation of the year
- Award for operational excellence & quality in BPO industry
- HR professional of the year
- HR leadership award
- CEO of the year
- CEO with HR orientation
- Exemplary leader award
- Young HR professional of the year (Below 35 Years)

Date: 22nd July, 2011

Venue: Suntec Singapore

For more information, contact:

2nd Asia's Best Employer Branding Awards 2011

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India Business Journal

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CMO Asia Awards
For
Excellence in Branding & Marketing

Hosted by



E-mail : andrewkelly@cmoasia.org
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ORGANIZATIONAL AWARD CATEGORIES

- Best Marketing Campaign of the Year
- Impactful Retail Design and Merchandising
- Best travel retailer operating in a single country in Asia/Pacific
- Agency of the Year (Ad, Digital, Outdoor)
- Award for Best Use of Social Media in Marketing
- Best in-house magazine
- International Newspaper of the year
- Shopping Centre award
- Best Loyalty Program
- Business News Channel of the Year
- Entertainment Channel of the Year
- News Channel of the Year
- Radio Channel of the Year
- PR Agency of the Year
- Franchise Model of the Year

INDIVIDUAL AWARD CATEGORIES

- Creative Professional of the Year
- Marketing Professional of the Year
- Corporate Communication Professional of the Year
- PR Professional of the Year
- Brand Builder of the Year
- CEO of the Year
- Lifetime Achievement Award
- Young Achiever of the Year (Under 35)

AWARD FOR BRAND EXCELLENCE IN

- Automobiles
- Banking, Financial Services and Insurance (BFSI)
- Beauty, Wellness and Fitness
- Business Process Outsourcing (BPO)
- Consumer Durables
- Beverages/ Dairy Products and Confectionery Snacks
- Construction and Real Estate
- Entertainment/ Fun
- Fashion, Lifestyle and Jewellery
- Information Technology
- Internet Business
- Logistics
- Service/ Hospitality
- Telecom Services
- Travel & Holiday Website

CRITERIA

- ORGANIZATIONAL CATEGORY:** Each entry should be accompanied by write-up of not more than 2700 words excluding attachment; Profile of the company & Brochure; Media write-ups & Interviews as annexure; Schematic charts / descriptions, Annual reports will be considered as annexures.
- INDIVIDUAL CATEGORY:** Each entry should be accompanied by personal profile of nominated person; Achievements; Awards & Accolades received; Media coverage; Articles published; Photographs & any other relevant details.

Excellence in Management Education now has its rewards

The Asia's Best B-School Awards (www.bschoollaffaire.com) are presented by B-School Affaire along with Stars of The Industry group (www.starsoftheindustry.com), World HRD Congress & CMO Asia. The Asia's B-School Awards will be presented at a glittering ceremony on **22nd July '11, Suntec Singapore**

AWARD CATEGORIES

- Asia's Best Business School (overall)
- B-school Leadership Award
- Business School With Best Industry Interface
- Asia's Best Emerging Business School
- Innovation In Placements
- Best Professors In
 - Human Resources
 - Marketing Management
 - Operations Management
 - Financial Management
 - Retail Management
 - Information Technology
 - Business Strategy
 - Advertising & Communications Management
 - Economics
- Innovation Leadership Award
- B-schools Who Innovate In Teaching Methodology
- Innovation In Building Academic & Industry Interface
- Asia's Best Engineering College (Overall)
- B-Schools with Relevant Industry Related Curriculum in
 - Marketing Management
 - Financial Management
 - Advertising Management
 - Communications
 - Human Resources Management
 - Retail Management
 - Operations Management
 - International Business
 - Information Technology

CRITERIA

- INSTITUTIONAL CATEGORY:** Each Entry Should be accompanied by write-up of not more than 2500 words excluding attachment, profile of the institute & brochure, media write-ups and interviews as annexure.
- INDIVIDUAL CATEGORY:** Each Entry should be accompanied by personal profile & photograph of nominated person, achievements, awards & accolades received, media coverage, articles published & other relevant details.



ASIA'S BEST B-SCHOOL AWARDS

Presented by



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Website : www.bschoollaffaire.com



Asia's Best Employer Brand Awards

Hosted by



E-mail : phil@employerbrandingawards.com
Website : www.employerbrandingawards.com

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- Diversity Impact Award
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FOR MORE DETAILS CONTACT:

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CMO ASIA AWARDS
22nd July '11 | Suntec Singapore

The Jury will evaluate each entry & will decide on winners. The decision of the Jury is final & binding.
(The Organizers reserve a right to alter or change the program design without assigning any reason whatsoever)