

# Social Media for HR People

## How to 'Sell' Your Organization as Preferred Employer?

Lahore: 10<sup>th</sup> August, Park Plaza Hotel :: Karachi: 17<sup>th</sup> August, Marriott Hotel

Timing: 9.00 am To 1.00 pm



**4 hours hands-on  
demonstration of the  
power of social media!**

With

**Ashraf Chaudhry**

Pakistan's #1 Sales Trainer

Author of *The Craft of Selling "YOURSELF"*

CEO, Redback Spiders, Pakistan's leading social media company

More than 28,000 people follow Ashraf Chaudhry on Twitter. [[@ashraf\\_choudhry](#)]



***"How dare you squander even one more day  
not taking advantage of the greatest shifts of  
our generation."***

***Seth Godin, World's Top Marketing Living Legend***

## Workshop Overview:

Some say Human Resource is not your greatest asset rather it is The Only Asset. We may or may not agree to the statement but there is no denying the fact that it is only the people that make or break the organizations. In a cut jugular vein competition, the business organizations gaspingly need the crazy, talented and idealistic morons who throw away the book of conventional rules and dogmas and summon their courage and ingenuity to enable their organizations thrive and excel.

There is ginormous talent in the market. But MAD (*Make- A-Difference*) people are choosy about employment options. The biggest challenge for HR is to 'sell' the organization to such gifted and talented people whose passion, originality and madness cannot be replicated by the competition. Half day workshop *How to 'Sell' Your Organization as Preferred Employer* through Social Media will enable HR people to attract the talent.

## Learning Agenda:

- Social Media cyberscape of Pakistan
- Making of Social Media policy
- Why Social Media to 'sell' image?
- Tools to leverage Social Media
- What people search about organizations before joining?
- How to enhance online presence for potential talent?
- How to integrate Social Media to give coherent message?
- How to manage online reputation as an employer?
- How to engage prospective colleagues?

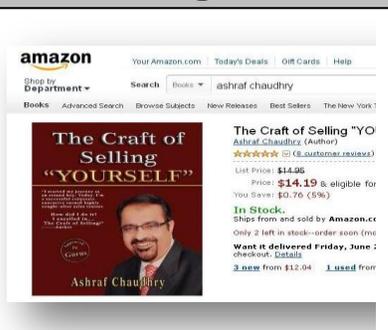
## Who should attend?

- Heads of HR
- Talent/Recruitment Managers & Executives
- Campus Recruitment Specialists
- PR/Corporate Communication Managers
- In-house Trainers
- Social Media Managers

From Banks, FMCGs, Insurance, OMCs, AMCs, Service Sector, Pharma Industry, Technology Companies, Hospitality Industry and Telecom Sector etc.

**Course Fee:** Rs. 7,000 per person. On 3 nominations from the same organization, 4<sup>th</sup> participant to attend free of charge [3+1 Offer]. Course fee includes hands-on demonstration of social media tools, original PowerPoint presentation, networking, certificate, memorable album and soft copy of *The Craft of Selling "YOURSELF"*.

## Master Image Seller



Join Ashraf on Social Media by clicking:  
[www.xeeme.com/ashrafchaudhry](http://www.xeeme.com/ashrafchaudhry)

Ashraf Chaudhry started his life as an errand boy from a small town and got early education from roofless schools of rural Pakistan. He did his MBA from IBA Karachi and has worked for around 15 years for companies like Chevron, Tapal Tea, Marriott/Pearl Continental Chains and Worldcall Group. He is an accomplished business executive, highly sought-after sales trainer, Social Media Strategist and passionate blogger. His book *The Craft of Selling "YOURSELF"* was published in USA in 2009 and is selling world-wide. To know more about Ashraf, please [google](#) him.

He is a CEO of Redback Spiders, Pakistan's leading social media training and consulting outfit. He gives social media consultancy to numerous local and international brands. Ashraf is also co-author with world's top most sales trainer and best-selling author [Bob Urichuck](#) for their upcoming sales novel *The 10 Commandments of Selling: Story of Danial*, to be launched world-wide by June 2013. To download profile of Ashraf Chaudhry, please click [here](#).

## How to Book Your Seats?

Please call Ms. Hina Roudani at 0321-3750 706 or email at [hina@ashrafchaudhry.com](mailto:hina@ashrafchaudhry.com)

This course is also available for in-house with customization.

## Ashraf Chaudhry Associates

Pakistan's Fastest Growing Training Company

76/II, 25th Street, Khayaban-e-Badar, DHA, Karachi-75500, Pakistan.

Cell# 0321-3750 706, E-mail:[hina@ashrafchaudhry.com](mailto:hina@ashrafchaudhry.com)

Website:[www.ashrafchaudhry.com](http://www.ashrafchaudhry.com)



A Rising Phoenix