
A JOINT APPROACH TO GUIDE A GROWING BALTIC CITY INTO A GREAT BALTIC CITY

Rostock May 14th - May 17th, 2017

Morten King-Grubert: “Communal talent management and place promotion”

Tuesday, 16th May 2017

8:30 City Council Hall, Old City Hall, (Bürgerschaftssaal) Neuer Markt 1 18055 Rostock

Title: “Communal talent management and place promotion”

Speaker, Function, Organization: Morten King-Grubert, Senior Strategy Adviser, Tendensor International

Join a free executive seminar on talent management and place promotion, run by northern Europe's # 1 place marketing consultant firm. The war for talent is currently the hottest topic in Europe and the world. Tendensor, northern Europe's # 1 place marketing consultant firm gives you a comprehensive insight into talent management and place promotion. Regions and cities of today need to be able to attract a broad portfolio of investments – from more traditional green field establishments to smart capital, start-ups and entrepreneurs. But traditional investment promotion has proven less effective in the knowledge and innovation driven economy.

Talent management

- Global context
- Attraction factors for talents
- Designing, organization and implementation
- Talent reputation and attraction

Place promotion

- Strategies and tools for branding the place for talents
- Marketing the place to attract talents
- Building local and global networks
- Public Expat Management



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