EMPLOYER BRANDING

BREAKTHROUGH REPORT 2026

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"A great employer brand is not created when an organisation finds the right words. It is created when the right words accurately organise and amplify a real employee experience."
BREAKTHROUGH REPORT 2026

FOREWORD

LETTER FROM THE FOUNDERS

Celebrating the region's most inspiring employer branding practices.

Great employer branding begins with a genuine understanding of people and the courage to turn that understanding into action.

In this first edition of the Employer Branding Breakthrough Report, we bring together some of the market's most inspiring case studies: ideas that challenged conventions, created meaningful experiences and moved the profession forward.

We hope these stories spark new thinking, bolder action and the next great employer branding breakthrough.

— Jelena Mucić & Vladimir Benić

GLOBAL TECHNOLOGY & COMMUNICATIONS

ONE COMPANY. BILLIONS OF OPPORTUNITIES.

How Infobip replaced a fragmented employer story with one evidence-led global proposition.

Summary

Infobip's "One Company. Billions of Opportunities." project is a strong example of employer branding moving beyond individual campaigns toward something more fundamental: building the strategic architecture behind the employer brand itself.

After years of employer branding activity across multiple markets, Infobip identified a structural problem. The company had campaigns, advocacy and employer recognition, but lacked two elements capable of connecting those activities into one coherent global story: a clearly defined Employer Value Proposition and a Career Page capable of bringing that proposition to life.

ON THE RECORD

THE CREATIVE IDEA WAS SELECTED THROUGH EMPLOYEE VALIDATION RATHER THAN INTERNAL MARKETING PREFERENCE ALONE.

DISTILLED INTO

"One Company. Billions of Opportunities." – four EVP pillars, three creative territories, tested with employees across four global regions.

1. What the Project Is

The project began with a deceptively simple question: what genuinely makes Infobip a distinctive place to work, and how can that experience be communicated consistently around the world?

Infobip had grown from approximately 1,500 to 4,000 employees while its employer branding function had simultaneously evolved through several iterations. Earlier attempts to define the EVP had not produced the desired outcome.

Discovery — understanding the employer from inside and out

Instead of starting with slogans, Infobip started with evidence, combining internal and external perspectives:

Internal :

- Engagement survey findings
- Exit survey data
- Onboarding feedback
- Culture analysis & employee focus groups

External:

- Candidate interviews & competitor analysis
- Glassdoor sentiment
- Industry reports (Gartner, Universum, Gallup)
- Broader talent and employer-brand research

Competitor analysis was explicitly used to avoid generic EVP language and identify areas where Infobip could credibly differentiate itself. The research was then consolidated into employee proof points and translated into four pillars: Global Company & Multicultural Environment · Quality & Innovative Products · Teamwork & Collaboration · Professional Growth.

2. Why It Matters (Strategic Impact)

It solves one of the biggest problems in global employer branding: fragmentation

A growing international company can easily end up with dozens of employer-brand interpretations. Different recruiters tell different stories. Markets emphasise different benefits. Job advertisements develop their own language. Career pages, onboarding and internal communication gradually diverge. The EVP therefore operates as a strategic organising principle, rather than another communication campaign.

It connects employer branding to the actual employee life cycle

The strongest part of the activation is its breadth. The EVP is not confined to a campaign or career website. Infobip began embedding it into: Career & Culture Page → job advertisements → Workday → LinkedIn → recruiter communication → onboarding → internal communication → future campaigns. The company also created an EVP guidebook containing messaging, practical recommendations and examples so that People Operations and Communications teams could activate the proposition consistently.

It creates consistency without eliminating local flexibility

This is particularly important for a company operating across very different talent markets. The project seeks to create one central employer narrative while recognising that global consistency cannot mean identical communication everywhere.

> *"Global relevance is important, but local authenticity makes the EVP meaningful." This is one of the most important principles for multinational employer brands.*

3. What Makes This Project a Breakthrough

A **Connects the employer brand with the business brand**

Infobip's business runs on communication at enormous global scale — one communication platform enabling billions of conversations. The employer proposition mirrors this: *One communication platform. Billions of conversations* becomes *One company. Billions of opportunities.* The employer brand does not feel detached from the corporate brand. It translates it.

B **Built cross-functionally, not "owned by HR"**

Employer Branding led the process, but Talent Acquisition contributed candidate insight, HR Analytics supplied data, Total Rewards translated tangible benefits, Internal Communications supported alignment and Creative developed the visual and verbal execution.

C **Reaches every moment that shapes employer perception**

The EVP was translated into a new Career&Culture ecosystem, refreshed job-ad templates, Workday career experience, LinkedIn Life pages, employee welcome kits, internal SharePoint communication, an EVP activation guidebook and global enablement for Talent Acquisition.

THE TAKEAWAY

EMPLOYER BRANDS ARE NOT BUILT THROUGH A SINGLE CAMPAIGN. THEY ARE BUILT THROUGH THE ACCUMULATION OF EXPERIENCES AND SIGNALS CANDIDATES AND EMPLOYEES ENCOUNTER.

Key Insights

1 **Start with organisational truth, not creative concepts**

Infobip asked "what does the evidence tell us?" before asking what the campaign should say. Research → proposition → creativity beats creativity → slogan → search for proof.

2 **Exit data is as valuable as engagement data**

Infobip explicitly used exit data to identify gaps between employee expectations and experience, not only positive feedback .

3 **The best EVP is the one employees recognise as true**

Employees across regions preferred the line that captured the EVP while staying globally resonant; advertising creativity is not employer-brand creativity.

4 **Activation matters more than creation**

"An EVP isn't just a slogan — it needs to live through actions and guide experiences." Infobip treats tagline approval as the beginning of implementation, not the end.

INFOBIP — ONE COMPANY. BILLIONS OF OPPORTUNITIES.

TELECOMMUNICATIONS

#BOLJIONLINE

A whole-of-society digital safety movement that made A1 a socially responsible champion

Summary

#BoljiOnline is one of the most comprehensive, socially impactful and culturally relevant digital responsibility initiatives launched in the Adria region. Positioned at the crossroads of CSR, employer branding, community protection and digital literacy, the platform consolidates A1's long-term commitment to safer online experiences for children, parents, educators, influencers, and internal employees.

Through large-scale education, psychological support, influencer certification, content creation, events, internal learning and public advocacy, #BoljiOnline has become a trusted digital safety ecosystem and a core element of A1 Hrvatska's identity as a socially responsible employer.

POSITIONING

THIS ECOSYSTEM POSITIONS THE PLATFORM NOT AS A CAMPAIGN BUT AS A NATIONAL DIGITAL RESPONSIBILITY MOVEMENT.

1. What the Project Is

#BoljiOnline is a multi-layered initiative designed to educate the public, protect young people, empower influencers, and mobilize A1 employees to become ambassadors of responsible internet use.

#BoljiOnline | A1 Hrvatska

THE PLATFORM

COMPONENTS OF THE PLATFORM

Six interlocking programmes span children, parents, educators, influencers and A1's own employees.

Educational programs for children, parents and educators

- Workshops in primary and secondary schools
- Digital safety training
- Materials for teachers
- Parent-friendly brochures explaining risks simply

The Responsible Influencing School

- Online school with six safety modules
- Knowledge tests per module
- Certification of "responsible influencers"
- Integration into Gen Z Academy workshops

Gen Z Academy

- Influencers teaching 7th and 8th graders
- Demystifying influencer life
- Promoting ethical and safe content creation

First CSI Psychological Counselling Center for Online Violence

- Professional support for victims of digital violence
- Workshops for parents, children and A1 employees

Public events and national advocacy

- Educational booths, quizzes and expert panels
- 161 media articles

Internal employee engagement & education

- Brainbooster podcasts and newsletters
- Cybersecurity workshops
- CyberGuard 2024 conference

2. Why It Matters (Strategic Impact)

Addressing a critical social issue: child & youth digital safety

Croatian research indicates high parental concern about fake content (77%), data theft (73%), cyberbullying (68%), and online hate (75%) paired with low parental digital competence. #BoljiOnline directly responds to this gap.

Building A1 as a socially responsible employer

By tackling a nationwide digital safety problem, A1 positions itself as a company that takes responsibility beyond commercial services, strengthening employer brand trust.

Empowering influencers as ethical digital actors

Influencers shape youth culture. Educating them creates ripple effects across entire digital ecosystems.

Developing employees and strengthening internal culture

Internal engagement increases belonging, purpose, and connection to A1's mission.

National leadership in digital wellbeing

A1 becomes a first mover in a domain where few telecoms globally take active ownership.

Key Insights

1. **Digital safety is now core to modern CSR**

   CSR is evolving from environmental and philanthropic themes to digital wellbeing, as online harm becomes one of the biggest societal risks for youth.

2. **Influencers need structured ethical education**

   The Responsible Influencing School shows influencers are open to guidance; they simply lacked a framework before.

3. **Parents are the most under-supported group**

   Though worried, most parents lack tools, knowledge and confidence. A1 addressed this with brochures, workshops and expert support.

4. **Purpose makes stronger brand ambassadors**

   Internal training, podcasts and events turned A1 employees into advocates for safer internet use, creating culture cohesion and pride.

5. **Responsibility differentiates in a saturated market**

   Most telco communication focuses on price and speed; A1 focuses on protecting families, children and society.

3. What Makes This Project a Breakthrough

A **A "whole society" approach rare in Adria CSR**

The platform simultaneously targets children, parents, educators, influencers, A1 employees and the broader public and this scale and diversity of target groups is extremely rare.

B **First psychological counselling center for online violence**

Opening a physical center offering expert support is a game-changing societal contribution, not just a communication activity.

C **Influencer certification as a new industry standard**

A1 built a normative framework that does not exist elsewhere in the region, elevating influencer culture and making digital ecosystems safer.

D **Massive reach and measurable impact**

50,000+ Participants in workshops, quizzes & lectures	**32,000** Brochures distributed to parents
+300% Increase in CSI calls	**161** Media articles
40 Certified influencers	**500+** Students across 10 Gen Z workshops

E **Internal cultural transformation**

Employees engaged through podcasts, newsletters, cybersecurity workshops and access to expert content — strengthening employer brand alignment and collective purpose.

WHY THIS SETS A NEW STANDARD

EMPLOYER BRANDING AND CSR ARE INSEPARABLE WHEN A COMPANY TAKES OWNERSHIP OF A SOCIAL ISSUE THAT DIRECTLY AFFECTS FAMILIES, SCHOOLS AND COMMUNITIES.

IT SETS A NEW BENCHMARK BECAUSE IT

- Addresses a nationally relevant social risk
- Activates all key societal actors
- Creates real-world infrastructure (counselling center)
- Produces measurable behaviour-change outcomes
- Strengthens A1's employer attractiveness
- Increases internal engagement and purpose
- Positions A1 as a regional leader in digital responsibility

#BoljiOnline is not just a CSR initiative — it is a public good, a digital safety movement and a powerful employer branding asset.

A TRUE REGIONAL EB BREAKTHROUGH

GLOBAL TECHNOLOGY & ENGINEERING

MOM, DAD, I'M ENGINEERING THE NEW ERA

An intergenerational campaign that turned employees' families into the strongest brand ambassadors

Summary

With "Mom, Dad, I'm Engineering the New Era," Intellias delivered one of the most emotionally engaged projects in the Adria region and beyond. This initiative connected employees, their parents, and the company's tech culture in a deeply human way, creating a campaign that was authentic, emotionally powerful, and strategically aligned with Intellias' people-first identity.

1. What the Project Is

The initiative invited emploees to “bring” their parents into the world of Intellias — through office visits, video calls, personal storytelling, childhood photo exhibitions, intergenerational recipes and shared memories.

The project unfolded across multiple touchpoints: internal communication campaigns, online engagement and global participation, on-site Parents' Day events, user-generated family content, a dedicated landing page, a beautifully crafted tribute video and ongoing social and PR amplification.

Instead of a standard employee engagement campaign, the company built an experience that celebrated roots, identity, and personal history, showing the humans behind the engineering.

MULTI-TOUCHPOINT ROLLOUT

- Internal communication campaigns
- Online engagement, global participation
- On-site Parents' Day events
- User-generated family content
- Dedicated landing page
- Tribute video
- Social & PR amplification

THE IDEA IN ONE LINE

SHOW THE HUMANS BEHIND THE ENGINEERING .

2. Why It Matters (Strategic Impact)

Rebuilding belonging in times of uncertainty

With economic turbulence and remote-first work, employees long for connection. By involving families, Intellias strengthened emotional commitment and loyalty.

Increasing organisational trust through authenticity

Nothing is more authentic than childhood memories, parents' wisdom and cross-generational pride. This project dismantled corporate distance and replaced it with sincerity.

Differentiating in a saturated employer branding market

Tech talent receives thousands of performance-driven messages. Very few speak to their identity, values, childhood stories, or family pride. Intellias tapped into a completely underutilized emotional territory.

Enhancing employer brand reputation globally

By integrating family, culture, recipes and cross-country participation, the project became a symbol of human-centered engineering; reinforcing the EVP of "people over processes" and "empathy in action."

Key Insights

1. **Identity matters more than perks**
   Top engineers don't join for kombucha and beanbags — they join places where they feel seen.

2. **Belonging is the strongest retention lever**
   "If my parents approve of this place, I feel even more at home here" — psychological safety multiplied by emotional legitimacy.

3. **Authentic content outperforms polished storytelling**
   Childhood photos, recipes and voice messages were human artifacts, not "content"; audiences react far more strongly to real stories.

4. **Hybrid employees want connection, not forced fun**
   Multiple participation formats respected each employee's context, turning flexibility into inclusion.

5. **Family pride creates external brand advocacy**
   Parents became brand ambassadors — if the parent trusts the company, the employee's loyalty skyrockets.

3. What Makes This Project a Breakthrough

A **Emotionally disruptive creativity**

Employer branding rarely taps into family bonds. This campaign did; powerfully, respectfully and without manipulation.

B **Cross-cultural, multi-country scalability**

With participants across 10+countries, remote participation, low-entry engagement and easy content contribution made the campaign truly inclusive.

C **Perfect alignment with EVP**

Every touch point reflected Intellias' core values — human-centred, people-first, engineering mastery, empathy, growth mindset. Instead of saying "we care," they demonstrated care.

D **Hybrid storytelling ecosystem**

Physical events, digital storytelling, user-generated content, culinary culture, intergenerational wisdom, photo exhibitions and paid media amplification created a 360-degree brand experience — rare in EB.

E **Strong internal + external impact**

130+ Childhood photos collected	**38** Online participants, 10 countries
24 Parents visiting the office	**9.9/10** Offline satisfaction score
467K YouTube views of the main video	**1.5M+** Paid media impressions

> *"My mum wants to work here now."*

> *"This was the happiest call I've had with my parents in ages."*

WHY THIS SETS A NEW STANDARD

CULTURE CAN BE COMMUNICATED NOT THROUGH SLOGANS, BUT THROUGH FAMILY STORIES.

Intellias didn't create a campaign they created an intergenerational bridge that brought employees closer to their families, their company and each other.

A TRUE EB BREAKTHROUGH

TECHNOLOGY & TELECOMMUNICATIONS R&D

ERICSSON NIKOLA TESLA SUMMER CAMP

A 25-year experience-first programme that turns STEM students into ENT's strongest talent pipeline.

Summary

The Summer Camp was designed to bridge one of the persistent gaps in STEM education: the distance between academic knowledge and the experience of solving real technological problems.

What makes the program particularly powerful from an employer branding perspective is that it does not simply tell students what working at ENT is like. It gives them the opportunity to experience it. Summer Camp has become a long-term talent ecosystem connecting education, innovation, recruitment, employer branding and academia.

THE PROGRAM COMBINES

- **Real projects** with genuine relevance for ENT
- **Expert mentorship**, plus academic co-mentors
- **Guided independence** — questions and feedback, not ready-made answers
- **Real business routines** — weekly Steering Committee presentations
- **End-to-end ownership**, from definition to final presentation
- **Professional development** — teamwork, time management, CV writing, interviews

1. What the Project Is

The Ericsson Nikola Tesla Summer Camp is a five-week intensive project experience for final-year undergraduate and graduate STEM students.

ENT experts specifically design projects based on strategic areas of the company, emerging technologies or ideas that deserve experimentation. Students work on challenges such as prototypes of new functionalities, new analytical methods, internal tools and emerging technologies and with the objective of creating something meaningful rather than simply observing professionals at work.

2. Why It Matters (Strategic Impact)

It transforms employer branding from communication into experience
Students have limited first-hand knowledge of employers and often build perceptions from career fairs, social media or job ads. Instead of communicating "this is what it's like to work at ENT," ENT effectively says "come and experience it yourself." For five weeks, the employee experience itself becomes the employer branding medium.

It creates a talent pipeline before recruitment begins
ENT identifies promising students, builds relationships, develops their capabilities and lets both sides evaluate fit before recruitment even begins — a natural employment channel. More than 50% of participants have subsequently continued their careers at ENT and former participants have progressed into senior expert and management roles.

It simultaneously develops talent and generates innovation
Students get challenging work. Mentors get fresh perspectives. ENT gets a low-risk environment for experimentation. Some of the 462 completed projects have evolved into concepts, prototypes or functionality incorporated into commercial solutions.

> *Talent capital + innovation capital = produced simultaneously.*

Key Insights

1 Product experience beats advertising
Over 93% ofparticipants express a desire to continue their careers at ENT after experiencing — not just hearing about — its culture.

2 Give students meaningful work, not "student work"
Challenging projects in AI/ML, Big Data, IoT, 5G, AR/VR, cloud and DevOps send a signal: we believe you are capable of contributing.

3 Mentorship previews organisational culture
A mentor maybe a student's first meaningful human representation of the employer brand — more telling than any career website.

4 Shared-value university partnerships compound
Grown from one academic partner to many institutions; student projects can develop into diploma theses and scientific papers.

3. What Makes This Project a Breakthrough

A **Extraordinary longevity creates credibility**

Operating since 2001, with only a pandemic-related interruption in 2020, the initiative has evolved from its roots in research and technology education into a long-standing part of ENT's institutional relationship with Croatia's technology education ecosystem, while also playing an important role in attracting young talent.

B **Exceptional conversion from participant to employee**

50%+ of former participants eventually joined ENT, an unusually tangible connection between experience and employment outcome.

C **Students with mentors create business value**

Contributions to prototypes, concepts, tools and functionality later incorporated into ENT solutions make the relationship genuinely reciprocal.

D **ENT's solutions make this relationship genuinely reciprocal**

In 2024, ENT and FER opened Inventorium, a collaborative research laboratory at ENT's Zagreb offices, giving the ENT Summer Camp philosophy a permanent physical home. This collaboration extends beyond Zagreb. In Split, students work on projects both at FESB and at ENT through the TesLab: ENT–FESB Lab. In Osijek, students have a similar environment at ENT's laboratory established in collaboration with FERIT. Together, these labs provide students across three Croatian cities with opportunities to work on real projects, gain practical experience and engage directly with industry.

E **The employer promise is reflected in the program itself**

Built around the vision "Bright minds creating a brighter future" and supporting messages such as "The future's bright when you work on it," the Summer Camp gives students the opportunity to spend their summer inventing, collaborating and solving real-world challenges.

462
Completed student projects since 2001

50%+
Of participants later joined ENT

93%+
Want to continue their career at ENT

15
Academic partner institutions

WHY THIS SETS A NEW STANDARD

FROM ATTRACTING STUDENTS → TO DEVELOPING THEM. EMPLOYER BRANDING EMBEDDED INTO THE TALENT SYSTEM ITSELF.

People experience the employer before joining and then decide they want to stay.

A BENCHMARK FOR STUDENT PROGRAMS ACROSS THE ADRIA REGION

TELECOMMUNICATIONS

I LOVE AI

How Hrvatski Telekom turned "will AI take my job?" into "how can AI make my work better?"

Summary

"I Love AI" is one of the most ambitious, multidimensional, and strategically progressive internal employer branding initiatives launched in the Adria region in recent years. Designed and executed by Hrvatski Telekom, the project reframed artificial intelligence from a threat into an ally — positioning AI as a supportive work partner, simplifying daily tasks, and elevating digital competence across the company.

Through a sustained mix of communication, education, community building, events, and proprietary AI tools, HT created a cultural shift: employees stopped asking "Will AI take my job?" and started asking "How can AI make my work better?"

THE CAMPAIGN INCLUDES

- An intranet ecosystem with weekly articles (20 articles, 10,000 views)
- AI talk shows, podcasts, quizzes, hackathons and mass events
- An AI Tribe team, AI Evangelists and a Microsoft Copilot Community
- Internal & external AI training (4,100+ hours completed in 2024)
- Internal AI tools: Kornelija (HR assistant), HT GenArt (image generator), PromptGuru (prompt-writing AI), and the Prompt Hacking Game

1. What the Project Is

"I Love AI" is a long-term, company-wide initiative launched in mid-2023, consisting of five interconnected pillars: Communication, Events, AI Community, Education and internal AI Tools.

2. Why It Matters (Strategic Impact)

Reducing fear and resistance to new technologies
A key challenge was employee anxiety ("Will AI take my job?"). The project replaced fear with confidence by showing AI as a helpful colleague, not a threat.

Democratizing AI knowledge
Accessible content, podcasts, quizzes and hands-on training meant AI literacy wasn't limited to technical teams - it became a company-wide baseline.

Supporting a multi-year digital transformation strategy
The initiative strengthened HT's position as an innovation leader in telecommunications and accelerated the shift toward data-driven, automated ways of working.

Direct employer brand impact
Increased employee engagement, event participation, and interest in AI-related job postings (+20%) reflect improved internal brand perception and future-oriented culture.

Key Insights

1. **Education beats fear**
   Employees don't fear AI itself, they fear not understanding it. Structured, hands-on content builds clarity and competence.

2. **Adoption grows through culture, not mandates**
   Hackathons, games, livestreams and tribes made AI fun, creating exploration instead of pressure.

3. **High-engagement formats beat standard training**
   Talk shows, pub quizzes and hackathons generated participation 2× higher than other internal events.

4. **In-house ambassadors accelerate change**
   AI Evangelists, the AI Tribe and Copilot Community became internal change agents, amplifying adoption and trust.

5. **Internal tools create tangible daily impact**
   Kornelija, GenArt and PromptGuru solve real problems - making EB value visible and practical.

3. What Makes This Project a Breakthrough

A **A fully integrated ecosystem, not a single campaign**

Communication, community, training, entertainment and tool development combine into one living organism; few EB projects in the region reach this structural depth.

B **Skill-building and emotional transformation, together**

The project doesn't only teach AI - it changes how employees feel about it, reducing fear and building confidence.

C **Engages employees at scale**

10,000+ Article reads	**800+** Event participants (2× typical)
4,100 Completed AI learning topics	**1,000+** Internal test users for new AI tools

D **Generates talent movement and internal mobility**

A 20% increase in internal applications for AI-related roles, plus former employees returning to join the AI Tribe.

E **Pioneers internal AI tool development**

Many companies talk about AI. HT actually built tools and shipped them internally, moving from "AI adopters" to "AI creators."

WHY THIS SETS A NEW STANDARD

A CULTURAL REINVENTION PROGRAM THAT STRENGTHENS SKILLS, CURIOSITY, BELONGING AND THE PERCEPTION OF HT AS A BOLD INNOVATOR.

IT PROVES EMPLOYER BRANDING CAN BE

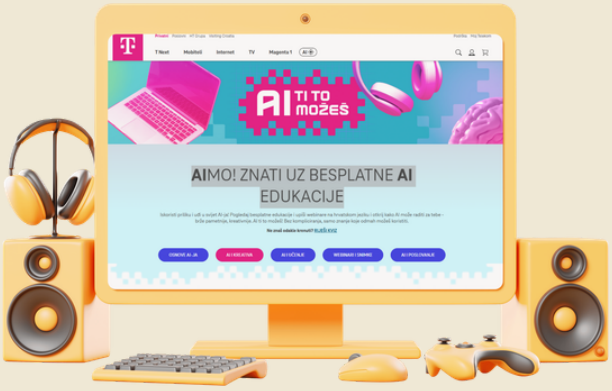
- Educational
- Strategically aligned
- Emotionally intelligent
- Creatively engaging
- Operationally transformative

A TRUE EB BREAKTHROUGH IN THE ADRIA REGION

How this evolved to a new platform AIMO?

AI is already reshaping how people work, learn and make decisions, but access to that knowledge is uneven. Those who understand AI will shape the future; those who don't risk being left behind by it.
That's why HT launched AIMO! znati uz AI: to make AI understandable, practical and accessible to everyone in Croatia, from students and small business owners to seniors. It's their contribution to a society that uses technology with confidence rather than fear.

AIMO!MI is its internal counterpart, aimed at their own employees.



AI ti to možeš - Hrvatski Telekom

AWARDS 2026

RECOGNIZING EXCELLENCE. INSPIRING FUTURES.

This year, we celebrate employer brand practices that go beyond visibility and communication. We recognize organizations that create real experiences behind their promises: workplaces where people can develop, leaders who build trust, cultures that support well-being and performance, and initiatives that prepare employees and businesses for the future of work.

INSPIRING FUTURES MEANS MORE THAN ATTRACTING TALENT

It means helping people see what is possible. It means building workplaces where potential becomes progress, where values become daily behavior, and where employer branding becomes a genuine force for organizational and human development.

Best Employer Brand Awards Adria 2026 invites companies from across the region to share the practices, projects and stories that are shaping better futures for people, workplaces, organizations and the wider community.

1 **BEST FUTURE READINESS PROGRAM**
Programs focused on reskilling, upskilling, internal mobility, future skills, digital/AI transformation and workforce readiness.

2 **BEST AI-ENHANCED EMPLOYER BRAND EXPERIENCE**
For employer branding initiatives that use AI responsibly to improve the candidate or employee experience - through better access to information, personalization, communication, learning, analytics or HR support.

3 **BEST MANAGERIAL CULTURE**
Initiatives focused on better managerial behaviours, feedback, coaching, psychological safety, leadership and people-focused team culture.

KEY DATES

19 Oct 2026
APPLICATIONS DEADLINE

Dec 2026
AWARDS CEREMONY

GET IN TOUCH

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