



JO UNCUT.

THE UNCONFERENCE



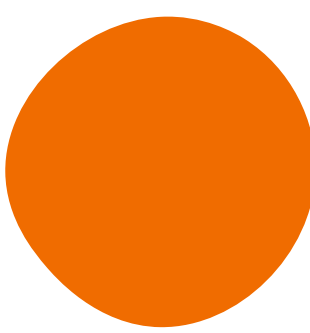
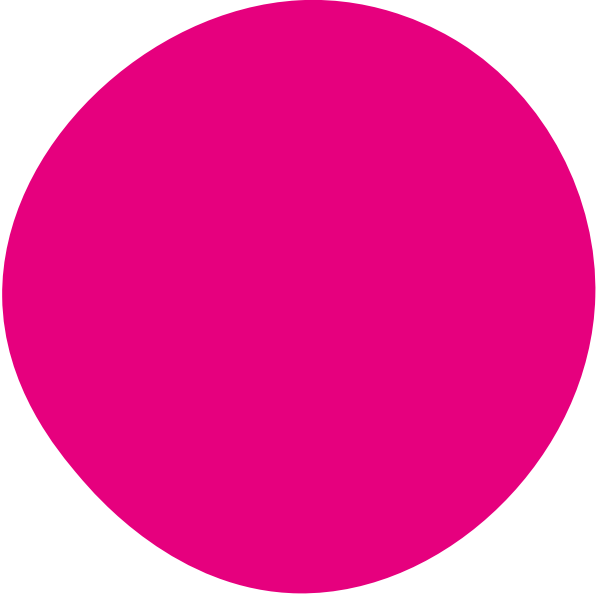
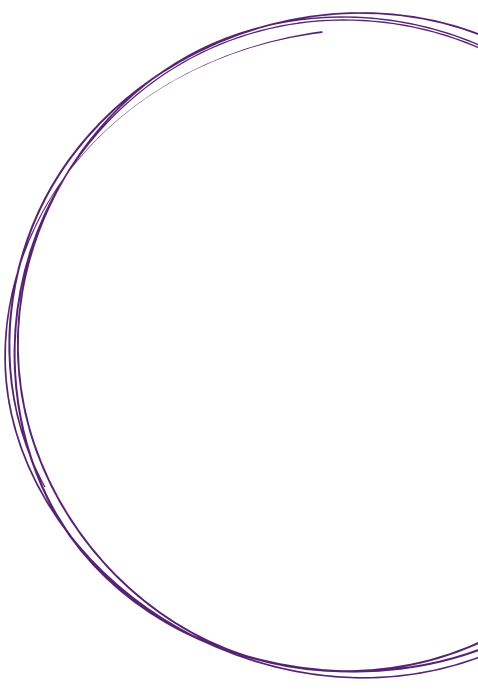
07 May | London

the panels



Grit, Growth and Resilience: Navigating the everyday adversity in employer branding

As employer branders, facing adversity often feels like part of the job. It shows up in all kinds of ways—from tricky stakeholders and lack of internal buy-in, to feeling like you're going it alone. And on the flip side, there's the pressure of meaningful hiring and the reality of tough job searches. In this space, we want to unpack adversity in all its forms. How do we navigate it? How do we rise above it? And most importantly—how do we support each other through it?





Inclusion isn't Optional: Acting with purpose in employer branding

This panel is all about bringing the focus back to DEI —with a spotlight on inclusion.

In a world where the landscape is getting tougher to navigate, we want to dig into how inclusion can stay front and centre—not just as a buzzword, but as a real, lived priority. How do we move beyond tick-box exercises? How do we re-learn what inclusion truly means across every dimension—from neurodiversity and social mobility to working parents, ethnicity, disability, and long-term health conditions?

Most importantly, how do we shift from talking about inclusion to taking action—meaningful, intentional action?



Growing without a map: Building a career in Employer Branding


Clear, defined growth paths aren't always a given in employer branding. More often than not, it's up to us to carve out our own way, to find our own opportunities, and shape our own careers.

So—what does growth really look like in this space?

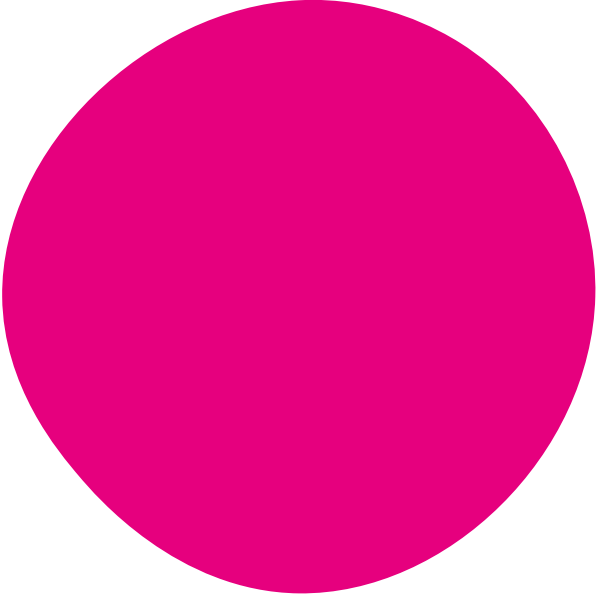
This panel brings together leaders who've each taken different paths, grown in unique ways, and are still evolving. They'll share their stories, where they've found opportunities (and created them), and what growth can mean beyond the traditional ladder.





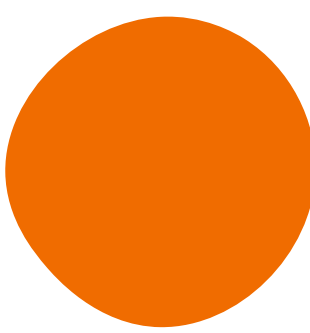
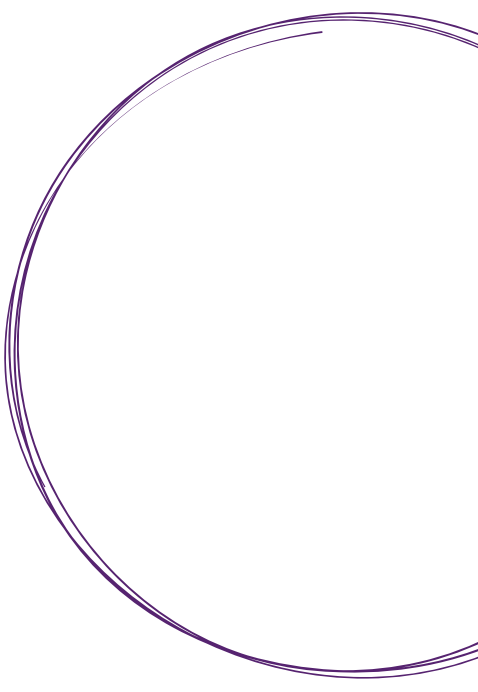
To EVP or Not to EVP? That is the question



We all have feelings about the EVP. Or PVP. Or TVP—whatever acronym your company's rolling with. Love it or loathe it, this panel is diving right in.



We're bringing together a group of real-deal EVP experts... but with a twist. Each one will come prepared to argue for or against the concept of the EVP—only finding out which side they're on when they draw straws on the day. Expect a lively, thought-provoking (and possibly hilarious) debate as they battle it out, all in the name of perspective and learning.





AI & Employer Branding: Threat, tool, or teammate?

We've all heard the warnings—AI is coming for our jobs. But is it really?

This panel will dive into a thoughtful discussion about AI: where it adds value, where it can fall short, and how we can use it to work smarter—not harder. We'll explore the limits of AI (hello, human imagination), the areas where it can boost our efficiency, and how we can build the right skillsets to work with AI rather than against it.

Because as employer branders, it's not about being replaced—it's about evolving.



EB Therapy

This session is all about you, our audience. When you signed up, we asked for your biggest challenges—the real stuff you’re facing right now. Today, we’re bringing those anonymised problem statements into the spotlight.

Our panel will draw them randomly from a box and dive into each one, offering their thoughts, advice, and ideas. And this isn’t just a panel-to-audience moment—we want you to jump in too. Share your perspective, your experience, or just a word of support.

Together, we’ll tackle the tough stuff and crowdsource some real solutions—because that’s what community is all about.



ebUNCUT.

THE UNCONFERENCE



bought to you by The EB Space

Find out more

www.theebspace.com/ebuncut

