

A Company is Only as Good as the People it Keeps

Iman Leanora Gähwiler, Marketing Manager, CPO HANSER SERVICE



With the job market better than ever before, employer branding is growing in importance. When applying for new jobs, jobseekers tend to turn to various platforms, such as LinkedIn, Xing or kununu (German speaking countries), to get information on potential employers and companies – thus, it is important that a company has a strong backing. Negative reviews can influence perspective jobseekers to not apply for the advertised role. At CPO HANSER SERVICE, we have recognized the importance of employer branding and make use of its benefits.

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As a professional congress organizer (PCO), we put a lot of emphasis on getting the best employees from a variety of backgrounds. Our aim is to provide clients, attendees, speakers, and exhibitors with a professional platform for knowledge transfer and an excellent congress experience as this also reflects on our positive image.

Negative online reviews don't only affect the business, but they can also affect the way that potential jobseekers view a company and sway their decision to apply. At CPO HANSER SERVICE, our reputation is our bread and butter. For this reason we use a variety of employer branding tools:

Our main focus is the happiness of our employees, as they are our biggest advocates. We regularly conduct research into how we can improve their overall wellbeing – from work-life balance to team events and having packages delivered to the office – we listen to what our employees want and need.

COVID-19 brought about many changes within the job world that companies have had to adjust to. One of the biggest changes was the option of providing hybrid working options. CPO HANSER SERVICE was quick to adjust and offers its employees the option of working from home on one to three days a week. Employees are now able to combine their personal lives and appointments with their everyday working lives. For many employees this change has also led to a much better quality of life, as they no longer have to travel far distances to the office. Our overall productivity has not been affected by this change.



Despite not being able to have team events with a larger group during COVID-19, we ensured that there were regular exchanges via Teams and smaller gatherings for birthdays and other celebrations whenever possible. Often employees will bring baked goods and other treats to share with the team. We are now looking forward to an in-person Christmas meeting and party. Our Christmas meetings include educational sessions, professional exchange and team buildings. Our employees' mental health is crucial to us. For this reason we have a dedicated person that employees can reach out to whenever they are feeling unwell or overwhelmed. All information shared is treated in a confidential manner. Additionally, we are aware of the soothing effects that stroking dogs can have in stressful situations – we currently have two office dogs to brighten up our days.

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Balancing our personal lives with our working lives can be quite difficult – especially when expecting packages. To make our daily lives a little easier, all employees can have their packages delivered to the office. This way we can avoid delivery delays and long lines at the post office.

Our social media channels are used to inform future

employees and the public about our company, upcoming congresses, interesting facts about Germany or other news. A dedicated team spends a lot of time developing and researching a detailed communication plan. We find that it is important to have a mix of different channels, such as Instagram, LinkedIn and Twitter, as each channel reaches out to a different target group and thus we are able to reach more people.

Inge Hanser, Managing Director, says: “Over the years we have become aware of the fact that a company is only as good as the people it keeps. With more job offers on the market than ever before, providing employees with a certain set of benefits has become standard. At CPO HANSER SERVICE, we have recognized the shift and acted accordingly. This has paid off, as we have numerous employees that have been with us for over a decade, two decades and, even more; something we are extremely proud of. And we just welcomed four new team members!”



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CPO HANSER SERVICE has been a specialist in the field of conference, event, destination and association management for 40 years, organizing events throughout

Germany and all over the world. CPO offers full or partial service in conference management for national and international meetings of any size.