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E3 Network's First Issue of *Global Insights* Magazine Focuses on HR Communications and Employer Branding

Agency Network's new monthly publication provides insights on global marketing issues

KONTICH, Belgium (June 25, 2012) – E3 Agency Network, an international association of independent marketing communications agencies, recently launched its new *Global Insights* magazine with the June 2012 issue, entitled “Making Recruitment Work”. Written and edited by a network of global marketing and communications experts, the premiere issue includes valuable advice, tools and case studies to assist companies in building their employer brand and improve recruiting and retention. The first issue can be accessed at <http://www.bbc.be/en/international-marketing/>

“Carefully and truthfully crafting an employer brand is fundamental for most companies to attract, recruit and retain the right people,” says Anton Loos, Managing Partner of the E3 Network agency BBC Creativity in Belgium. “Not every company can be Google or Apple, but every company can enthusiastically and creatively present a truthful picture of its culture, values and goals as part of its recruitment strategy.” The June 2012 issue of *Global Insights* also includes valuable information on building a cohesive online recruiting presence, from the company’s career website to its social media efforts, as well as improving HR communications with employees at all points of their career.

Subsequent issues of *Global Insights* will focus on a variety of global marketing issues such as social media, marketing to governments, communicating with Asian markets, international public relations, and global B2B marketing. Edited by a different E3 member agency every month, each issue will focus on an important marketing topic and will showcase key network industries, such as manufacturing and telecommunications. *Global Insights* is available free for download by subscribing on the E3 Network website.

About E3 Agency Network

The E3 Agency Network is a closely integrated coalition of independent brand strategy and marketing communications firms from around the world. The network focuses on growing brands locally and internationally by sharing global insights and collaborating on international marketing. E3 covers both B2B and B2C in over 25 industry sectors, with specialists ranging from advertising and social media to digital and mobile. Founded by five European advertising agencies in 1978, E3 has grown to include 30 member agencies and more than 650 professionals in 30 countries, including Europe, Asia, Australia and North America. The group’s annual billings total more than €300 million and represent more than 350 brands. For information, visit www.E3network.com.

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