

Dream Employer 2020 competition terms

1. The competition is organized by Turundusproff OÜ.
2. Applications for the competition can be submitted until the 13th of December 2020.
3. Applications can be submitted in three different categories (public sector, business sector and nonprofit sector).
4. The jury will choose three best organisations from the business sector, one best from the public sector and one best from the nonprofit sector.
5. Evaluating the applications the jury will take into consideration five criterias:
 - Clear and focused positioning of employer branding.
 - The organisations inner and outer identity's similarity.
 - Does the organisations actions support the positioning of employer branding?
 - Does the way the organisation brings it's planned actions to life supports it's positioning of employer branding?
6. From the finalists the jury will choose one main winner. The winners will be announced at the Dream Employer: 100 ideas online-conference in February 2021.
7. The competition and the Dream Employer survey's (leaders, current and potential employees vision of the organisation) participation fee is 799€ + VAT which includes participation in the competition, a workshop for the results and three passes to the Dream Employer: 100 ideas conference. All nonprofit organisations can compete free of charge.
8. All the organisations participating in the competition give impendent consent to use the information recieved from the competition without previous concert (examples at the conference, trainings and articles).