



AN IMPORTANT QUESTION **BEFORE** WE START





WHAT WAS YOUR **DREAM JOB** AS A CHILD?





WHY?





**NO PLANS
TO BE AN
AI EXPERT
IN 2025?**





**THIS WAS NOT ON
MY **BINGO** CARD**

Interesting discussion with AI expert **Paul Baier**, CEO and Co-Founder of Boston-based **GAI Insights**, interviewed by **Adam Horvath**, Board Member of the **European Association of Employer Branding Agencies, Brandfizz**. EU us #AI #artificialintelligence #EmployerBranding #EAEBA #Onboarding #CandidateExperience #EmployeeExperience



AI: "It's not a hype. It's the 4th digital revolution" – and here is what it means if you work in employer branding

employerbrandingassociation.eu • 4 min read



With Paul Baier @ MIT SLOAN

Cambridge, MA, USA 2024



SHIFTING BUSINESS MODELS

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AI's Threat to Google Just Got Real

Drop in search traffic is a reminder technological advancement can displace long-established tech giants

By Dan Gallagher

May 8, 2025 8:00 am ET



Google may not be such a [hard habit to break](#) after all.

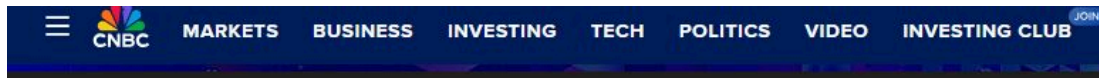
<https://archive.ph/caBsg>

„For the first time in 20 years, Google searches over the Safari web browser fell over the last two months.”

8th May, 2025



SHIFTING HR STRATEGIES



AI AGE | AI AT WORK | AI INSIGHTS

AI EFFECT

Shopify CEO says staffers need to prove jobs can't be done by AI before asking for more headcount

PUBLISHED MON, APR 7 2025 2:16 PM EDT | UPDATED MON, APR 7 2025 2:58 PM EDT



Annie Palmer
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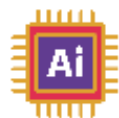
SHARE    

1) No hire without proven [AI experience](#).

Demonstrating practical AI experience is now a mandatory part of the hiring process. Candidates must present real examples of how they use AI in their work.

2) No new [headcount](#) without an AI-first justification.

Before any team requests to grow, they must prove the task can't be completed with AI or smart reallocation. This is now part of how resource planning works.



SHIFT IN SPEED

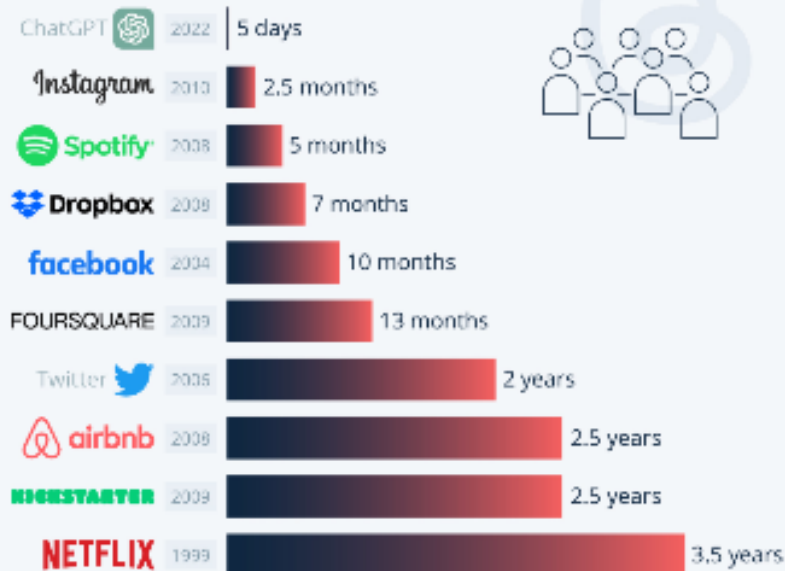
SPEED OF ADOPTION.

FAST?

Threads Shoots Past One Million User Mark at Lightning Speed

Time it took for selected online services to reach one million users

— Launched —



Refers to one million backers (Kickstarter), nights booked (Airbnb), downloads (Instagram/Foursquare)

* Two million signups in two hours

Source: Company announcements via Business Insider/LinkedIn





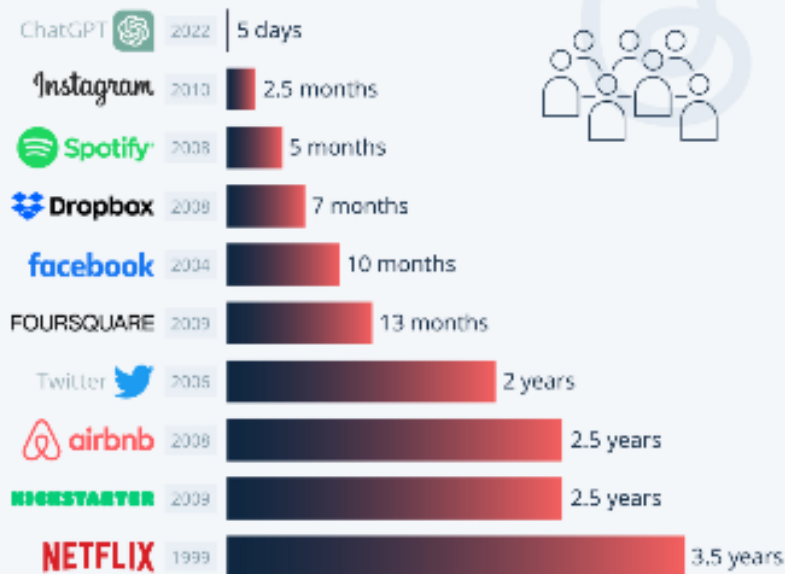
SHIFT IN SPEED

THE WORLD WILL
NEVER BE AS
SLOW AS IT
IS NOW.

Threads Shoots Past One Million User Mark at Lightning Speed

Time it took for selected online services to reach one million users

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Refers to one million backers (Kickstarter), nights booked (Airbnb), downloads (Instagram/Foursquare)

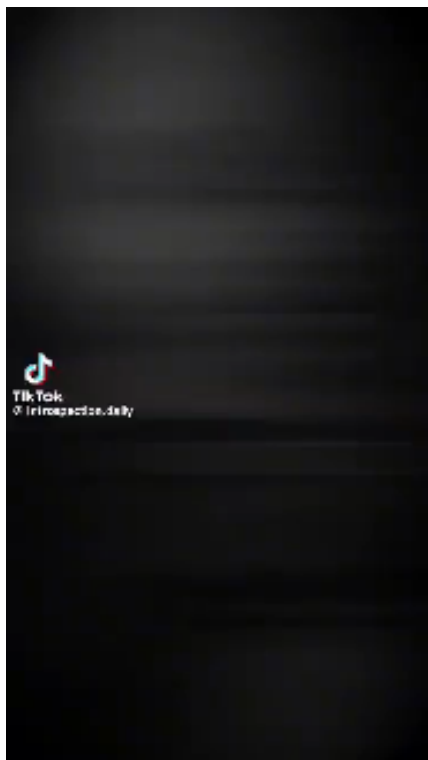
* Two million signups in two hours

Source: Company announcements via Business Insider/LinkedIn





TIP OF THE ICEBERG



Sherwin Wu
@sherwinwu

This is pretty wild — GPT-4 literally gets 100% on a giant set of MIT problems, across a number of course 6 / course 18 classes



Aran Komatsuzaki
@aranikomatsuzaki · Jun 16, 2023

Exploring the MIT Mathematics and EECS Curriculum Using Large Language Models

Presents a comprehensive dataset of 4,550 questions and solutions from all MIT EECS courses required for obtaining a degree...

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Exploring the MIT Mathematics and EECS Curriculum Using Large Language Models

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100% Test Score at
MIT



brand fizz
SPARKLE TO EMPLOYER BRAND



4+1 AREAS TO START × IMPLEMENTATION





AI + EMPLOYER BRANDING

4+1 ways to use  **AI** in employer branding



Eye-catching visuals



Career pages and
recruitment ads



Engaging dynamic content



Job fairs and event ideas



Onboarding and learning
experience



EUROPEAN ASSOCIATION OF
Employer Branding
Agencies

I AM AN AMBASSADOR!



Enhancing efficiency with AI in ambassador communication for employer brand building

Business Need:

Thanks to our comprehensive employer branding strategy, 2024 marks the third consecutive year of consistently building our ambassador program. Our most dedicated employees contribute annually to the success of both our internal and external communications by fulfilling their ambassadorial duties. Together with our ambassadors, we continue to evolve, reviewing each year what works and what doesn't.

In the third year of our ambassador program, we asked ourselves:

How can we maintain the motivation of our ambassadors? How can we ensure that being an ambassador remains a prestigious role rather than an extra task?

Target Group:

Productive, Engineer, Administrative

Sector:

Production

Number of Employees:

1700

Developed Experience Points:

Ambassador Community, Retention, External Communication

Category:

Best employer brand innovation



AMBASSADOR PROGRAMMES ARE DIFFICULT TO MAINTAIN IN THE LONG RUN

In most cases, ambassadors are dedicated and high-performing employees who are also motivated to take on extra responsibilities.

How can we, as an organization,
sustain this motivation?



Strategic Goals of the 2024 Ambassador Programme:

- 1 Enabling ambassadors to successfully fulfill their tasks.
- 2 Clarify tasks and make their completion easier.
- 3 Integrate AI and provide creative tools for the ambassadorial role.

INSTEAD OF PEN AND PAPER, WE PUT ARTIFICIAL INTELLIGENCE INTO THE HANDS OF OUR AMBASSADORS.

During **AI training**, ambassadors learned the following for storytelling and social media presence:

Ön

Csakoldj úgy, mint egy emberként, másokéi csigái dolgozó munkatárs. Hozz létre egy 3 mondatos közösségi média poszt szöveget leendő munkavállalók számára. Használd közvetlen nyelvezetet. A posztot +/- 30 szóban írd meg. Használd a szöveghez emojit is. Foglald bele azt, hogy milyen büszke vagy, hogy a legutóbbi SAP versenyen első helyezést érte el. Foglald bele, hogy a sikeredet a folyamatos szakmai megújulásnak, a támogató munkahelyi környezetnek köszönheted. Foglald bele konkrét karrier tanácsokat is pénzügyi szakemberek számára.

Copilot

Kedves pénzügyi szakemberek! 🤖 Használd évek óta vagyok a cég része, és elhivatottan dolgozom itt. A legutóbbi SAP versenyen első helyezést értem el, és büszke vagyok rá. Ez a siker a folyamatos szakmai megújulásnak, a támogató munkahelyi környezetnek és a szakmai támogatásnak köszönhető. Néhány karrier tanács:

1. **Tanulj folyamatosan:** A pénzügyi világ gyorsan változik. Kövess az újdonságokat és fejezd a tudásodat.
2. **Építs kapcsolatokat:** Ismerkedj meg kollégákkal, partnerekkel és más szakemberekkel. A hálózatrépítés fontos.
3. **Légy proaktív:** Ne várj, hogy feladatokot adjanak neked. Légy előre, és mutasd meg, hogy mire vagy képes.

👉 Karrier tanács

AI-generated posts – tools for crafting effective prompts



AI-generated visuals



AI-generated content ideas for posts

IS AI REALLY A BIG DEAL?

YES, IT KEEPS US ONE STEP AHEAD.



Challenges:

Texts often require fine-tuning for coherence and impact.

The text needs to go through cause-and-effect connections and be refined accordingly.

Post-editing is needed to refine the content.

PERSONALIZATION

CONTENT CREATION

EFFICIENCY



Advantages:

With a **well-crafted prompt**, systems can be tailored to **specific styles and tones**. It **levels the playing field by aligning ambassadors' knowledge and writing skills**.

It can **quickly generate both short and long-form text**, enhancing content with **hashtags and emojis**.

Reduces manual workload significantly.

Competent AI usage balances out skill differences among ambassadors, allowing them to focus more on showcasing their individuality in their ambassador roles.



Competent AI usage balances out skill differences among ambassadors, allowing them to focus more on expressing their individuality in their ambassador roles.



73%

found the social media copywriting and AI usage training useful.



40% less time

Thanks to the more efficient processes enabled by AI, we were able to launch the campaign two months earlier.



15+

Employer Brand Ambassador

+13%

people reached in the first month of the ambassador social media campaign.

- 2 months

From scratch to start the campaign.

10+

professional inquiries received through our ambassadors.

The AI segment was the most interesting part for me.

The atmosphere was fantastic all day. I especially liked that AI was included in the topics

I had a great time. Learning how to use AI for social media posts was the highlight for me since I hadn't used it before.

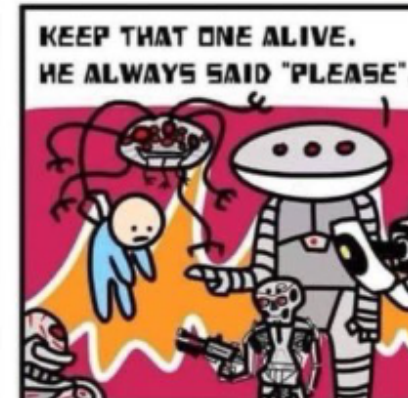
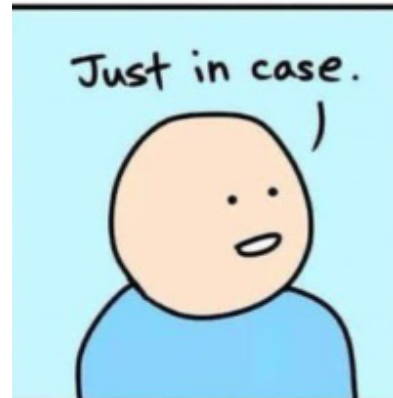
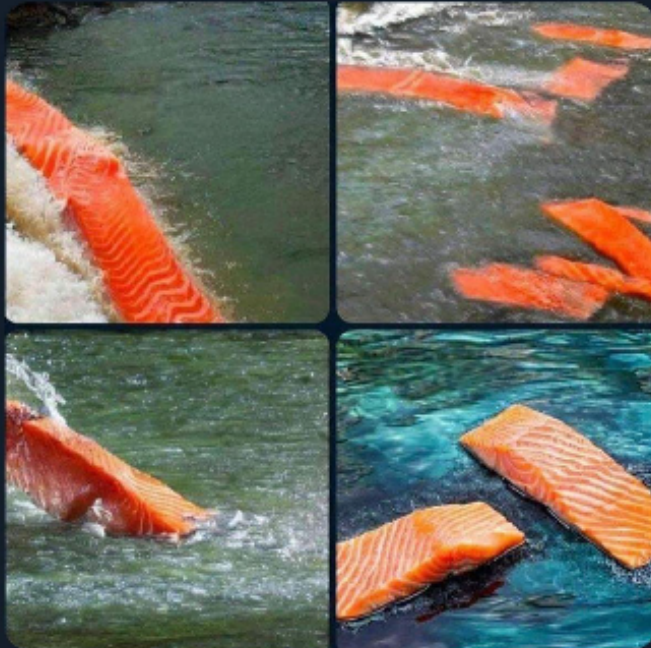


**„AI IS YOUR
INTERN,
NOT YOUR
CREATIVE
DIRECTOR”**

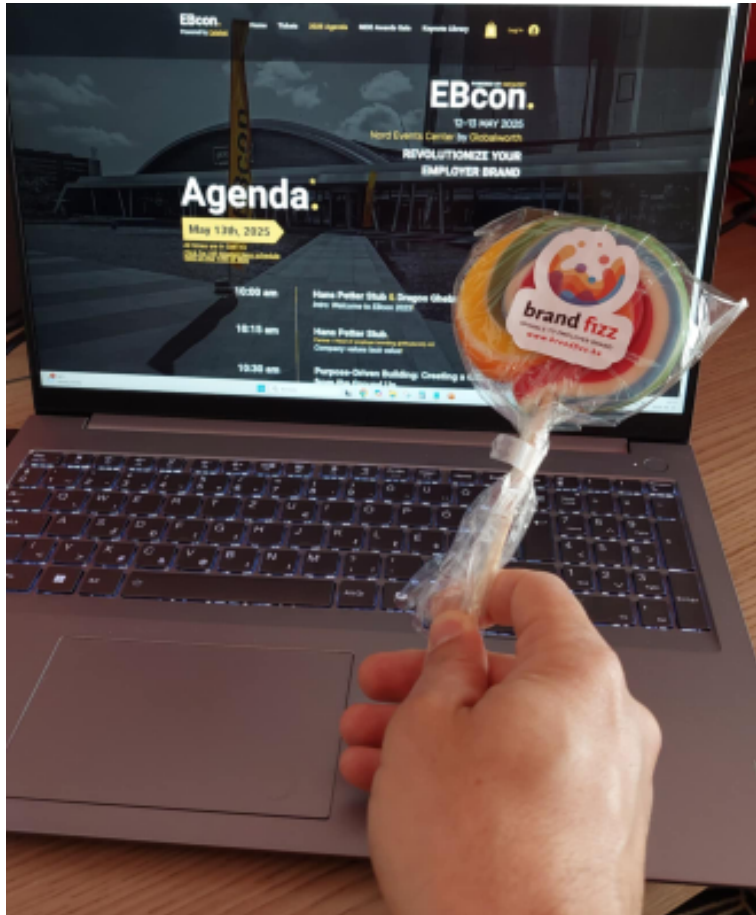


AI FAILURES

The AI prompt was “salmon in the river”. So majestic.



THE LEFT HAND PROBLEM



TASK:

„Here is my right hand with a lollipop. Draw me a picture where I hold the lollipop in my left hand”



THE LEFT HAND PROBLEM

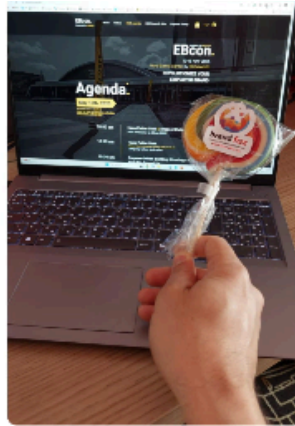


ANSWER:

„Got it.”



THE LEFT HAND PROBLEM



Here is my right hand with a lollipop. Draw me a picture where I hold the lollipop in my left hand

CAN YOU MAKE IT?

The first correct solution get a lollipop reward 🍭

Image created



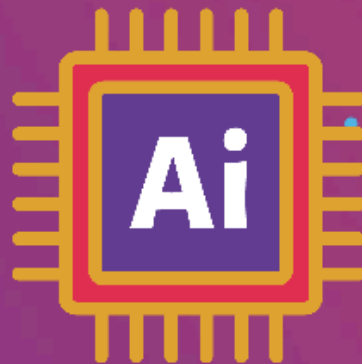


**AI + HUMAN
VS.
AI x HUMAN**



AI APPLICATION IN EMPLOYEE EXPERIENCE





KNOWLEDGE HUB

AI APPLICATION IN BUSINESS

AI & Machine Learning

601 **real-world gen AI** use cases from the world's leading organizations

April 9, 2025





<https://cloud.google.com/transform/101-real-world-generative-ai-use-cases-from-industry-leaders>





WANT TO LEARN MORE? – OPEN AI

 OpenAI AI Academy: 11 Career-Changing Courses

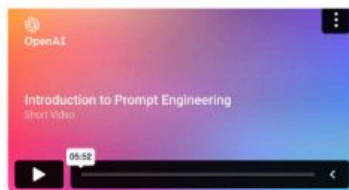
 99% of people won't seize this opportunity. Will you?

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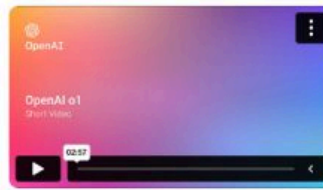
OpenAI Academy

ChatGPT at Work (11)



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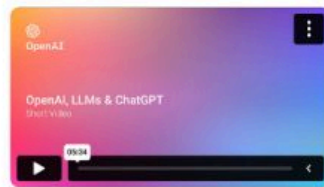
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EMPLOYER BRANDING AI CHEAT SHEET



DOWNLOAD





My code

Scan



Adam Horvath

Member of the Board at European
Association of Employer Branding Agenci...

