

Two gold award wins at the Employer Brand Management Awards 2018



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ODEON Cinemas Group has been recognised with two gold awards at the 2018 Employer Brand Management awards for 'Best Diversity Brand' and 'Best Brand Ambassador.'

Winning in the 'Best Brand Ambassador' category reflects the success of ODEON's Brand and Experience Heroes programmes, where brand ambassadors are selected to bring to life the company's values and embark on unique development opportunities. The 'Best Diversity Brand' award reflects the Group's recently launched 'Our Incredible Differences' diversity and inclusion strategy championed across all fourteen countries in Europe to celebrate the unique talents of the ODEON teams.

This is the third consecutive year ODEON Cinemas Group has been recognised at these awards. In 2017, ODEON received two silver awards for 'Best communication of the employer brand to the internal audience' and 'Best ongoing commitment to employer brand management'. In 2016, ODEON received the Gold award for the 'Best ongoing commitment to employer brand management', and scooped the ultimate prize; the 'Grand Prix for employer brand management.'

ODEON CINEMAS GROUP
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