



*Training Course:  
Modern Techniques in Talent Acquisition and  
Development*

*13 - 17 January 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: Modern Techniques in Talent Acquisition and Development

Training Course code: HR235668 From: 13 - 17 January 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4250 € Euro

### Introduction

This training program, designed by Global Horizon Training Center, aims to provide participants with the most advanced methodologies and tools for talent acquisition and development. In today's competitive landscape, attracting, selecting, and nurturing the right talent is essential for organizational success. "Modern Techniques in Talent Acquisition and Development" equips HR professionals and leaders with the skills needed to leverage innovative recruitment strategies and robust talent development frameworks, ensuring alignment with organizational goals and fostering long-term growth.

### Objectives

By the end of this program, participants will be able to:

- Understand the latest trends and innovations in talent acquisition.
- Design and implement effective recruitment strategies using modern tools.
- Develop comprehensive plans for onboarding, training, and employee development.
- Utilize technology and analytics to enhance recruitment and development processes.
- Align talent acquisition and development strategies with organizational objectives.

## Course Methodology

This program uses a combination of dynamic and engaging methods to ensure optimal learning:

- Interactive lectures to introduce modern concepts and practices.
- Workshops and role-playing activities for hands-on experience in talent acquisition.
- Case studies to analyze real-world scenarios and derive actionable insights.
- Group discussions to foster knowledge sharing and collaborative learning.
- Practical applications using recruitment and talent management software.

## Organizational Impact

By implementing the knowledge and skills gained in this program, organizations can expect:

- Enhanced efficiency and effectiveness in hiring top talent.
- Improved employee satisfaction and retention through robust development initiatives.
- A strong employer brand that attracts high-quality candidates.
- Greater alignment of workforce capabilities with organizational goals.
- A competitive edge through strategic and innovative talent management.

## Target Audience

This program is ideal for:

- HR managers and professionals involved in recruitment and development.
- Talent acquisition specialists and recruiters.
- Learning and development managers.
- Line managers seeking to improve their role in talent management.
- Business leaders and decision-makers aiming to enhance workforce capabilities.

## Detailed Course Outline 5 Days

### Day 1: Foundations of Talent Acquisition

- Understanding the talent acquisition lifecycle.
- Identifying organizational talent needs and creating job profiles.
- Modern recruitment strategies: social media, AI tools, and online platforms.
- Building an attractive employer brand to attract top talent.

### Day 2: Advanced Recruitment Techniques

- Leveraging technology for candidate sourcing and screening.
- Behavioral and competency-based interview techniques.
- Practical workshop: Conducting effective interviews.
- Diversity and inclusion in talent acquisition.

### Day 3: Onboarding and Talent Development Strategies

- Designing impactful onboarding programs.
- Identifying training needs and creating development plans.
- Career pathing and succession planning.
- Engaging employees through continuous learning initiatives.

### Day 4: Technology and Analytics in Talent Management

- Using HR analytics to improve recruitment and development outcomes.
- Exploring recruitment management systems RMS and learning management systems LMS.
- Tracking performance and development metrics.
- Case studies on organizations leveraging analytics successfully.

### Day 5: Strategic Alignment and Implementation

- Aligning talent acquisition and development with organizational strategy.
- Overcoming challenges in modern talent management.
- Group project presentations: Designing a talent acquisition and development plan.
- Feedback, evaluation, and closing ceremony with certificate distribution.

## Registration form on the Training Course: Modern Techniques in Talent Acquisition and Development

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
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