



*Training Course:
Recruitment Excellence: Advancing Talent
Attraction Strategies*

*28 July - 1 August 2025
Casablanca (Morocco)
New Hotel*

Training Course: Recruitment Excellence: Advancing Talent Attraction Strategies

Training Course code: HR235415 From: 28 July - 1 August 2025 Venue: Casablanca (Morocco) - New Hotel Training
Course Fees: 4500 € Euro

Introduction

Welcome to the Certificate in Recruitment Excellence Program. In today's competitive business landscape, organizations recognize the critical role that effective recruitment and talent attraction play in driving organizational success. This program is designed to equip recruitment professionals with the skills, strategies, and insights necessary to excel in the recruitment and talent attraction domain. By enhancing recruitment expertise and fostering a compelling employer brand, participants will be empowered to attract top talent, build high-performing teams, and contribute to organizational growth.

Methodologies

The Certificate in Recruitment Excellence Program utilizes a dynamic blend of interactive workshops, experiential learning activities, case studies, guest speaker sessions, and personalized coaching. Participants will engage in group discussions, role-plays, and simulations to apply their learning in real-world scenarios. The program also leverages online resources, industry insights, and networking opportunities to foster continuous learning and professional development.

Objectives

- **Master Recruitment Strategies:** Gain in-depth knowledge of recruitment strategies, best practices, and innovative approaches to attract top talent, aligning recruitment initiatives with organizational goals.
- **Foster a Compelling Employer Brand:** Understand the importance of building a strong employer brand and creating an engaging work environment that attracts and retains high-potential individuals.
- **Drive Organizational Growth:** Learn how to leverage effective recruitment and talent attraction strategies to drive organizational growth, improve productivity, and contribute to long-term success.
- **Optimize Team Performance:** Enhance skills in team building, performance management, conflict resolution, and motivation to foster high-performance teams within the recruitment function.

Target Audience

The Certificate in Recruitment Excellence Program is designed for recruitment professionals in the HR, recruitment, and talent acquisition fields. The program is suitable for individuals such as HR managers, recruitment specialists, talent acquisition leads, and senior HR professionals who are responsible for driving recruitment and talent attraction strategies within their organizations. It is also beneficial for professionals looking to deepen their expertise in the recruitment domain.

Outlines

Day 1: Recruitment Foundations and Strategic Thinking

- Introduction and Program Overview
- Recruitment in the Talent Attraction Context
- Understanding Recruitment Strategies and their Impact
- Strategic Thinking and Decision Making in Recruitment
- Building a Vision and Setting Recruitment Goals
- Case Studies and Group Discussions
- Action Planning for Recruitment Development

Day 2: Recruitment Strategy and Employer Branding

- Aligning Recruitment Strategy with Organizational Goals
- Talent Acquisition Trends and Best Practices
- Creating an Effective Employer Brand
- Employer Value Proposition and EVP Development
- Leveraging Technology for Recruitment
- Diversity and Inclusion in Recruitment
- Group Exercises and Role-plays

Day 3: Effective Talent Attraction and Selection

- Sourcing Strategies and Talent Pipelining
- Candidate Engagement and Relationship Building
- Behavioral Interviews and Competency-based Assessments
- Psychometric Assessments and Aptitude Testing
- Evaluating Cultural Fit and Candidate Evaluation Techniques
- Offer Management and Negotiation Skills
- Mock Interviews and Interactive Activities

Day 4: Team Building and Performance Management

- Building High-performing Recruitment Teams

- Setting Performance Expectations and Goals
- Feedback and Coaching Techniques
- Conflict Resolution and Managing Difficult Conversations
- Motivation and Employee Engagement Strategies
- Succession Planning and Talent Development
- Team-building Activities and Case Studies

Day 5: Strategic Partnerships and Professional Development

- Collaborating with Internal Stakeholders
- Developing External Partnerships and Vendor Relationships
- Networking Strategies and Industry Engagement
- Leveraging Data and Analytics for Recruitment Insights
- Personal Professional Branding and Development
- Work-Life Balance and Stress Management
- Action Planning and Commitment to Ongoing Growth

Registration form on the Training Course: Recruitment Excellence: Advancing Talent Attraction Strategies

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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