



*Training Course:
Certificate in Recruitment Excellence: Talent
Acquisition Skills*

*22 - 26 September 2025
Casablanca (Morocco)
New Hotel*

Training Course:

Certificate in Recruitment Excellence: Talent Acquisition Skills

Training Course code: HR235412 From: 22 - 26 September 2025 Venue: Casablanca (Morocco) - New Hotel Training
Course Fees: 4500 € Euro

Introduction

The Certificate in Recruitment Excellence Training Program is tailored for recruitment specialists seeking to deepen their expertise in talent acquisition. This program provides a comprehensive exploration of the recruitment lifecycle, from sourcing and attracting candidates to evaluating and onboarding them effectively. As the recruitment landscape evolves, this course equips participants with the latest tools, techniques, and best practices to stay ahead in a competitive job market.

Over the span of five days, participants will gain hands-on experience and actionable insights into the intricacies of modern recruitment. Through a combination of theoretical knowledge and practical application, attendees will learn to enhance their recruitment processes, build strong candidate pipelines, and improve the overall candidate experience.

Target Audience

This program is ideal for:

- Recruitment specialists and coordinators
- Talent acquisition professionals
- Human resources HR professionals involved in hiring
- Recruitment consultants
- Anyone responsible for recruitment and talent acquisition

Objectives

Upon completion of this program, participants will be able to:

1. Understand the full recruitment lifecycle and its components.
2. Develop effective sourcing strategies to attract top talent.
3. Conduct thorough candidate assessments and interviews.
4. Enhance the candidate experience throughout the recruitment process.
5. Implement best practices for onboarding new hires.

Outlines

Day 1:

Fundamentals of Recruitment

Session Title:

Introduction to Recruitment

- Welcome and Program Overview
 - Introduction to the course
 - Objectives and expectations
 - Icebreaker activity
- Overview of the Recruitment Process
 - Key stages of recruitment
 - Roles and responsibilities of a recruiter
- Understanding Job Requirements
 - Job analysis and role definition
 - Creating effective job descriptions
- Interactive Case Study
 - Analysis of a real-world recruitment scenario
 - Group discussion
- Q&A and Wrap-Up

Day 2:

Sourcing and Attracting Candidates

Session Title:

Effective Sourcing Strategies

- Recap of Day 1 and Introduction to Day 2
- Developing a Sourcing Plan
 - Identifying sourcing channels

- Building a talent pipeline
- Leveraging Technology in Recruitment
 - Use of social media and job boards
 - Applicant Tracking Systems ATS and other tools
- Practical Workshop: Crafting Sourcing Strategies
 - Hands-on activity to create sourcing plans for various roles
- Presentation and Feedback
 - Group presentations
 - Instructor and peer feedback

Day 3:

Candidate Assessment and Selection

Session Title:

Evaluating and Selecting the Right Candidates

- Recap of Day 2 and Introduction to Day 3
- Screening and Shortlisting Candidates
 - Resume and application review techniques
 - Initial screening methods
- Conducting Effective Interviews
 - Types of interviews
 - Behavioral and competency-based interviewing
- Interactive Role Play: Interviewing Techniques
 - Simulation of interview scenarios
 - Group feedback and discussion
- Q&A and Wrap-Up

Day 4:

Enhancing the Candidate Experience

Session Title:

Creating a Positive Recruitment Journey

- Recap of Day 3 and Introduction to Day 4
- Candidate Communication Best Practices
 - Maintaining engagement throughout the process
 - Providing constructive feedback
- Improving Candidate Experience
 - Employer branding
 - Ensuring a smooth and welcoming process
- Practical Workshop: Enhancing Candidate Experience
 - Group activity to identify improvements in candidate journey
- Presentation and Feedback
 - Group presentations
 - Instructor and peer feedback

Day 5:

Onboarding and Continuous Improvement

Session Title:

Integrating New Hires and Optimizing Recruitment

- Recap of Day 4 and Introduction to Day 5
- Effective Onboarding Strategies
 - Importance of onboarding
 - Designing onboarding programs
- Measuring Recruitment Success
 - Key metrics and KPIs
 - Continuous improvement techniques

- Practical Workshop: Developing an Onboarding Plan
 - Hands-on activity to create onboarding plans
- Final Presentations and Program Wrap-Up
 - Group presentations of their onboarding plans
 - Summary of key learnings
 - Q&A and final feedback
 - Certificate distribution

Registration form on the Training Course: Certificate in Recruitment Excellence: Talent Acquisition Skills

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

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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