



*Training Course:
Recruitment Excellence: Enhancing Talent
Attraction Skills*

*27 - 31 October 2025
Casablanca (Morocco)
New Hotel*

Training Course:

Recruitment Excellence: Enhancing Talent Attraction Skills

Training Course code: HR235417 From: 27 - 31 October 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 specialists 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 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.
- **Enhance Recruitment Operations:** Develop skills in using technology, analytics, and innovative approaches to streamline and improve the recruitment process.

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 specialists, 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:

Enhancing Candidate Experience and Onboarding

- Enhancing the Candidate Experience
- Candidate Communication Best Practices
- Managing Candidate Expectations
- Creating Effective Onboarding Programs
- Integration Techniques for New Hires
- Case Studies and Practical Exercises

Day 5:

Professional Development and Continuous Improvement

- Leveraging Data and Analytics for Recruitment Insights
- Networking Strategies and Industry Engagement
- Personal Professional Branding and Development
- Work-Life Balance and Stress Management
- Continuous Improvement in Recruitment Practices
- Action Planning and Commitment to Ongoing Growth

Registration form on the Training Course: Recruitment Excellence: Enhancing Talent Attraction 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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