



*Training Course:  
Effective Recruitment Practices: Enhancing  
Talent Acquisition Skills*

*9 - 13 June 2025  
Casablanca (Morocco)  
New Hotel*

# Training Course: Effective Recruitment Practices: Enhancing Talent Acquisition Skills

Training Course code: HR235413 From: 9 - 13 June 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4500 € Euro

## Introduction

The Certificate in Effective Recruitment Practices Training Program is designed specifically for recruitment specialists aiming to refine their skills and improve their talent acquisition processes. This program provides a thorough understanding of the essential elements of recruitment, from sourcing and engaging candidates to evaluating and onboarding new hires. With a focus on practical application, participants will gain valuable insights and tools to enhance their recruitment efficiency and effectiveness.

Throughout this five-day course, participants will engage in a blend of theoretical knowledge and hands-on exercises. By the end of the program, attendees will be well-equipped to implement best practices in recruitment, ensuring a positive candidate experience and successful talent acquisition.

## 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:

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

## Outlines

Day 1:

Fundamentals of Recruitment

Session Title:

Introduction to the Training

- 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: Effective Recruitment Practices: Enhancing Talent Acquisition Skills

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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,  
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