



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

*21 - 25 December 2026  
Lisbon (Portugal)*

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

Training Course code: HR235417 From: 21 - 25 December 2026 Venue: Lisbon (Portugal) - Training Course Fees: 6050 € Euro

### Introduction

This training program, designed by [Global Horizon Training Center](#), focuses on strengthening the strategic and operational capabilities of recruitment professionals to excel in modern talent acquisition environments.

In today's competitive business landscape, recruitment is no longer limited to filling vacancies—it is a **critical strategic function** that directly impacts organizational growth, workforce quality, and long-term sustainability. Organizations that succeed are those that adopt **data-driven recruitment strategies, strong employer branding, and exceptional candidate experiences**.

This program equips participants with the tools, frameworks, and practical methodologies required to attract, assess, and secure high-quality talent while aligning recruitment practices with broader organizational objectives.

### Program Objectives

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

- Master advanced recruitment strategies aligned with business needs
- Build and communicate a compelling employer brand EVP-driven
- Apply modern sourcing and talent attraction techniques
- Conduct structured, competency-based interviews and assessments
- Enhance candidate experience across the recruitment lifecycle
- Utilize recruitment analytics and technology for better decision-making
- Improve operational efficiency and effectiveness in recruitment processes

### Target Audience

- HR Specialists and Recruitment Officers
- Talent Acquisition Specialists and Leads
- HR Business Partners
- Recruitment Consultants and Coordinators
- Senior HR Professionals involved in hiring strategies
- Professionals aiming to specialize in talent acquisition

### Training Outline

### Day 1: Recruitment Foundations & Strategic Thinking

- Recruitment as a strategic business function
- Talent acquisition vs. traditional recruitment
- Understanding recruitment strategies and their business impact
- Strategic decision-making in recruitment
- Workforce planning and talent demand forecasting
- Setting recruitment KPIs and performance indicators
- Case studies and group discussions
- Action planning for recruitment enhancement

### Day 2: Recruitment Strategy & Employer Branding

- Aligning recruitment strategy with organizational objectives
- Global and regional talent acquisition trends
- Building a strong Employer Value Proposition EVP
- Employer branding strategies across digital channels
- Leveraging recruitment technologies ATS, AI tools, platforms
- Diversity, Equity & Inclusion DEI in hiring practices
- Interactive exercises and role-plays

### Day 3: Talent Attraction & Selection Excellence

- Advanced sourcing strategies active & passive candidates
- Talent pipelining and market mapping
- Candidate engagement and relationship management
- Behavioral and competency-based interviewing techniques
- Psychometric and skills-based assessments
- Candidate evaluation frameworks and scorecards
- Offer management and negotiation strategies
- Mock interviews and applied exercises

### Day 4: Candidate Experience & Onboarding Integration

- Designing a seamless candidate journey
- Communication strategies across recruitment stages
- Managing candidate expectations professionally
- Enhancing candidate experience as a competitive advantage
- Designing structured onboarding programs
- Preboarding, onboarding, and integration frameworks
- Case studies and practical workshops

### Day 5: Recruitment Analytics & Continuous Improvement

- Recruitment KPIs and performance measurement
- Data-driven recruitment decision-making
- Building recruitment dashboards and reports
- Networking strategies and talent community building
- Personal branding for recruitment professionals
- Managing workload, stress, and recruiter productivity
- Continuous improvement frameworks in recruitment
- Final action plan and implementation roadmap



## 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

### 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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