



*Training Course:  
Employer Branding & Talent Acquisition  
Strategies*

*25 - 29 October 2026  
Dubai (UAE)*

## Training Course: Employer Branding & Talent Acquisition Strategies

Training Course code: HR236556 From: 25 - 29 October 2026 Venue: Dubai (UAE) - Training Course Fees: 5200 € Euro

### Introduction

This training program, Employer Branding & Talent Acquisition Strategies, is designed by Global Horizon Training Center GHTC to equip HR professionals and business leaders with the knowledge and practical strategies required to build a compelling employer brand and implement modern talent acquisition practices. The program focuses on attracting, engaging, and retaining top talent through strategic employer branding, innovative recruitment techniques, candidate experience enhancement, and data-driven hiring decisions. Participants will learn how to position their organizations as employers of choice while aligning talent acquisition strategies with organizational goals and future workforce requirements.

### Objectives

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

- Understand the principles and importance of employer branding.
- Develop a strong Employer Value Proposition EVP.
- Design strategic talent acquisition plans aligned with business objectives.
- Utilize modern sourcing and recruitment techniques.
- Enhance candidate experience throughout the recruitment lifecycle.
- Apply recruitment marketing and social media strategies.
- Leverage HR analytics to improve recruitment effectiveness.
- Measure and continuously improve employer branding initiatives.

### Course Methodology

The program combines practical and interactive learning methods, including:

- Interactive presentations
- Case studies and best practice reviews
- Group discussions
- Recruitment and branding workshops

- Practical exercises and simulations
- HR analytics activities
- Action planning sessions

## Organizational Impact

Upon completion of this program, organizations will benefit from:

- Stronger employer reputation and market positioning
- Increased ability to attract high-quality talent
- Improved recruitment efficiency and reduced hiring costs
- Enhanced candidate experience and employer reputation
- Higher employee retention and engagement
- Better alignment between recruitment and business strategy
- Data-driven talent acquisition decisions

## Target Audience

This program is designed for:

- HR Directors and Managers
- Talent Acquisition Managers
- Recruitment Specialists
- Employer Branding Professionals
- HR Business Partners
- Organizational Development Professionals
- Marketing and Communications Professionals supporting employer branding
- Department Managers involved in recruitment

## Course Outline

#### Day One: Employer Branding Fundamentals

- Introduction to Employer Branding
- Strategic importance of employer branding
- Building a compelling Employer Value Proposition EVP
- Employer brand positioning
- Organizational culture as a competitive advantage
- Employer branding trends and best practices
- Aligning employer branding with business strategy

#### Day Two: Strategic Talent Acquisition

- Modern talent acquisition strategies
- Workforce planning and hiring forecasting
- Talent market analysis
- Building talent pipelines
- Competency-based recruitment
- Diversity, equity, and inclusion in recruitment
- Recruitment planning and workforce optimization

#### Day Three: Recruitment Marketing and Candidate Experience

- Recruitment marketing strategies
- Digital recruitment platforms
- Social media recruiting
- Employee advocacy and referral programs
- Creating an outstanding candidate experience
- Candidate communication and engagement
- Employer branding throughout the recruitment journey

#### Day Four: Selection, Assessment, and Hiring Excellence

- Competency-based interviewing techniques
- Behavioral and structured interviews
- Candidate assessment methods
- Psychometric and skills assessments
- Reducing bias in recruitment
- Hiring decision frameworks
- Effective onboarding strategies

#### Day Five: Recruitment Analytics and Employer Brand Sustainability

- Recruitment KPIs and performance metrics
- HR analytics for talent acquisition
- Measuring employer brand effectiveness
- Recruitment technology and AI applications
- Continuous improvement of talent acquisition strategies
- Developing an Employer Branding Action Plan
- Course review, implementation roadmap, and best practices

## Registration form on the Training Course: Employer Branding & Talent Acquisition Strategies

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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,  
Egypt.