



*Training Course:
Talent Acquisition and Recruitment*

*29 March - 2 April 2027
Casablanca (Morocco)*

Training Course: Talent Acquisition and Recruitment

Training Course code: HR235330 From: 29 March - 2 April 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

Welcome to the [Talent Acquisition and Recruitment Training Program](#), designed by [Global Horizon Training Center](#). This comprehensive program is structured to develop both the foundational and advanced capabilities required to manage end-to-end recruitment processes effectively.

In today's competitive talent market, organizations must adopt [strategic, data-driven, and candidate-centric recruitment approaches](#) to attract and retain top talent. This program equips participants with practical tools, modern techniques, and industry best practices to enhance sourcing, selection, and onboarding outcomes while aligning talent acquisition with organizational objectives.

Whether participants are entering the field or advancing their careers, this program provides a structured pathway to achieving [excellence in recruitment and talent acquisition](#).

Program Objectives

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

- Understand the full [talent acquisition lifecycle](#) and its strategic importance
- Apply effective [sourcing and talent attraction strategies](#)
- Conduct structured and professional [interviews and candidate assessments](#)
- Enhance [employer branding and candidate experience](#)
- Manage [offer negotiation and closing techniques](#)
- Apply best practices in [onboarding and candidate integration](#)
- Stay updated with [modern trends and recruitment technologies](#)

Target Audience

This program is designed for:

- HR Professionals and Officers
- Recruitment Specialists and Talent Acquisition Teams
- Hiring Managers and Department Heads
- HR Business Partners
- Individuals involved in recruitment processes
- Professionals seeking to build or enhance recruitment expertise

Training Outline

Day 1: Fundamentals of Talent Acquisition

- Introduction to talent acquisition vs. traditional recruitment
- Importance of effective hiring in organizational success
- Overview of the recruitment lifecycle
- Workforce planning and hiring needs analysis
- Job analysis, role profiling, and competency mapping
- Aligning recruitment with business objectives

Day 2: Sourcing and Attracting Talent

- Modern sourcing strategies active & passive candidates
- Utilizing job boards, LinkedIn, and social media platforms
- Networking and referral strategies
- Building and managing talent pipelines
- Writing effective job descriptions
- Introduction to employer branding and EVP fundamentals

Day 3: Candidate Assessment and Selection

- Structured interviewing techniques
- Types of interviews behavioral, competency-based, situational
- Candidate evaluation frameworks and scorecards
- Assessing technical skills and cultural fit
- Introduction to psychometric and assessment tools
- Reducing bias in hiring decisions

Day 4: Employer Branding and Candidate Experience

- Strategic importance of employer branding
- Building a strong candidate value proposition
- Designing a positive candidate journey
- Communication strategies throughout recruitment stages
- Managing candidate expectations and feedback
- Handling rejections professionally and maintaining relationships

Day 5: Offer Negotiation and Onboarding

- Structuring competitive job offers
- Negotiation techniques and handling counteroffers
- Closing candidates effectively
- Preboarding and onboarding fundamentals
- Designing onboarding plans for smooth integration
- Ensuring early engagement and retention of new hires

Registration form on the Training Course: Talent Acquisition and Recruitment

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

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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
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Payment Method

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