



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

*16 - 20 August 2027
Casablanca (Morocco)*

Training Course: Effective Recruitment Practices: Enhancing Talent Acquisition Skills

Training Course code: HR235413 From: 16 - 20 August 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725
€ 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.

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.

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

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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Fees: 4725 € Euro

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

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Full Name (Mr / Ms / Dr / Eng):
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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
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Payment Method

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