



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

*1 - 5 March 2027
Casablanca (Morocco)*

Training Course: Recruitment Excellence: Enhancing Talent Attraction Skills

Training Course code: HR235417 From: 1 - 5 March 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € 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

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Payment Method

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