



*Training Course:
Recruitment Excellence: Advancing Talent
Attraction Strategies*

*14 - 18 June 2027
Casablanca (Morocco)*

Training Course: Recruitment Excellence: Advancing Talent Attraction Strategies

Training Course code: HR235415 From: 14 - 18 June 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

This training program, designed by [Global Horizon Training Center](#), is developed to equip recruitment professionals with the strategic, operational, and interpersonal competencies required to excel in today's highly competitive talent market.

In modern organizations, recruitment is no longer a transactional function—it is a [strategic driver of organizational success](#), directly influencing workforce quality, culture alignment, and long-term performance. Organizations that succeed in attracting and retaining top talent are those that integrate [innovative sourcing strategies](#), [strong employer branding](#), and [data-driven decision-making](#) into their recruitment processes.

This program provides a comprehensive framework that enables participants to enhance recruitment expertise, build high-performing teams, and position themselves as strategic contributors to organizational growth.

Program Objectives

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

- [Master Recruitment Strategies](#): Apply advanced and innovative recruitment approaches aligned with organizational objectives
- [Strengthen Employer Branding](#): Build and communicate a compelling Employer Value Proposition EVP
- [Drive Organizational Growth](#): Utilize talent acquisition as a lever for productivity and competitive advantage
- [Optimize Team Performance](#): Lead, develop, and manage high-performing recruitment teams
- [Enhance Decision-Making](#): Apply data analytics and structured methodologies in recruitment processes
- [Improve Candidate Experience](#): Deliver a professional and engaging recruitment journey

Target Audience

This program is designed for:

- HR Managers and HR Business Partners
- Recruitment Specialists and Talent Acquisition Professionals
- Talent Acquisition Leads and Team Supervisors
- Senior HR Professionals involved in hiring strategies
- Professionals seeking to specialize in recruitment and talent attraction

Training Outline

Day 1: Recruitment Foundations and Strategic Thinking

- Introduction and program overview
- Recruitment within the talent attraction ecosystem
- Understanding recruitment strategies and their business impact
- Strategic thinking and decision-making in recruitment
- Workforce planning and defining recruitment goals
- Building recruitment vision aligned with organizational strategy
- Case studies and group discussions
- Action planning for recruitment development

Day 2: Recruitment Strategy and Employer Branding

- Aligning recruitment strategy with organizational goals
- Talent acquisition trends and global best practices
- Building a strong employer brand and EVP development
- Positioning the organization in competitive talent markets
- Leveraging recruitment technologies and digital platforms
- Diversity, Equity & Inclusion DEI in recruitment
- Group exercises and role-plays

Day 3: Effective Talent Attraction and Selection

- Advanced sourcing strategies and talent pipelining
- Candidate engagement and relationship management
- Behavioral and competency-based interviewing techniques
- Psychometric and skills-based assessment tools
- Evaluating cultural fit and structured decision-making
- Offer management and negotiation strategies
- Mock interviews and interactive practice

Day 4: Team Building and Performance Management

- Building and leading high-performing recruitment teams
- Setting KPIs and performance expectations
- Coaching, mentoring, and feedback techniques
- Managing conflict and difficult conversations
- Motivation and engagement strategies within recruitment teams
- Succession planning and talent development
- Team-based case studies and applied exercises

Day 5: Strategic Partnerships and Professional Development

- Collaborating with internal stakeholders HR, line managers, leadership
- Managing external partnerships and recruitment vendors
- Networking strategies and industry engagement
- Leveraging data and analytics for recruitment insights
- Building personal brand as a recruitment professional
- Work-life balance and stress management
- Final action planning and continuous development roadmap

Registration form on the Training Course: Recruitment Excellence: Advancing Talent Attraction 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):
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Personal E-Mail:
Official E-Mail:

Company Information

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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
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