HR Management · HR330

Mastering Talent Acquisition and Recruitment Strategies

Geneva · 28 Dec 2026 - 1 Jan 2027

Date	Venue	Duration
28 Dec 2026 - 1 Jan 2027	**Geneva**	**1 Week**
Fee	Ref	Language
£5,250 GBP	**HR330**	**English**

Introduction

Recruiting the right talent is a key driver of organizational success. This course provides HR professionals and recruiters with the tools, strategies, and insights to modernize their talent acquisition processes—from strategic workforce planning to employer branding and digital sourcing techniques. Participants will gain both practical skills and strategic vision to attract, assess, and retain high-performing talent.

Course Objectives of Mastering Talent Acquisition and Recruitment Strategies

Upon completing this program, participants will be able to:

- Understand the full talent acquisition lifecycle and how it aligns with business goals.
- Develop and execute strategic recruitment plans.
- Source and attract top talent using modern tools and platforms.
- Conduct structured interviews and effective candidate assessments.
- Improve candidate experience and employer branding.
- Analyze recruitment metrics to drive continuous improvement.

Course Methodology of Mastering Talent Acquisition and Recruitment Strategies

- Lectures and Expert Insights: Leading industry experts will share their insights and best practices.
- Case Studies: Analyze real-world talent acquisition challenges and solutions.
- Group Discussions: Engage in meaningful discussions and share experiences with peers.
- Role-Playing and Simulations: Practice recruitment scenarios to enhance skills.
- Hands-on Workshops: Gain practical experience in using recruitment tools and techniques.

Organizational Impact of Mastering Talent Acquisition and

Recruitment Strategies

This training program will have a positive impact on organizations by:

- Enhanced ability to attract qualified and high-fit candidates.
- Reduced time-to-hire and cost-per-hire.
- Strengthened employer brand and talent pipeline.
- Improved retention through better hiring decisions.
- Greater alignment between HR and organizational strategy.

Personal Impact of Mastering Talent Acquisition and Recruitment Strategies

Participants will experience personal growth and development, including:

- Increased confidence in managing complex hiring needs.
- Stronger knowledge of sourcing and screening technologies.
- Enhanced interviewing and candidate evaluation skills.
- Ability to communicate recruitment insights through data.
- Competitive edge in talent acquisition roles.

Who Should Attend

This training program is ideal for:

- Talent Acquisition Specialists
- Recruitment Officers
- HR Business Partners
- Hiring Managers
- HR Generalists involved in staffing
- Employer Branding Coordinators

Course Outlines

Day 1

Strategic Talent Acquisition

- Understanding workforce planning and business alignment
- Building a talent acquisition strategy
- Internal vs. external hiring: when and why
- Setting recruitment KPIs (e.g., time-to-fill, cost-per-hire)

Day 2

Sourcing and Attracting Talent

- Job marketing and writing compelling job descriptions
- Talent sourcing strategies: active vs. passive candidates
- Using social media, LinkedIn, and job boards effectively
- Employee referral programs and recruitment campaigns

Day 3

Candidate Screening and Evaluation

- Resume screening techniques and red flags
- Structured interviews and competency-based assessments
- Situational and behavioral questioning
- Use of assessment tools, tests, and AI in screening

Day 4

Employer Branding and Candidate Experience

- Crafting a compelling employer value proposition (EVP)
- Enhancing candidate journey and communication
- Career site optimization and employer reputation
- Measuring and improving candidate experience

Day 5

Recruitment Metrics and Continuous Improvement

- Recruitment dashboards and analytics
- Reporting on KPIs to leadership
- Post-hire analysis and quality-of-hire assessment
- Building long-term talent pipelines and talent pools
- Designing a strategic recruitment campaign

Register or ask about this course online
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