

# informatech



HUMAN RESOURCES AND TRAINING | HRT-044

# Certified Talent Acquisition Professional

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# Course content

## Why Attend

Why Attend Talent acquisition is a strategic function that helps organizations attract, select, and retain the right people to achieve business success. This course provides participants with practical tools and modern recruitment strategies to build strong talent pipelines, improve hiring quality, enhance candidate experience, and support workforce growth.

**Course Methodology** This course uses an interactive and practical approach through presentations, case studies, group discussions, recruitment simulations, interview practice, sourcing exercises, and real workplace examples.

## Course Objectives

- Understand modern talent acquisition strategies
- Build effective recruitment and sourcing plans
- Improve candidate attraction and employer branding
- Conduct professional screening and interviewing
- Enhance hiring quality and speed
- Develop talent pipelines for future needs
- Use recruitment metrics and analytics
- Build a strategic talent acquisition framework

## Target Audience

- Recruitment Professionals
- Talent Acquisition Specialists
- HR Professionals
- HR Managers
- Hiring Managers



# Course content

## Target Audience

- Workforce Planning Staff
- Anyone involved in recruitment and hiring decisions

## Target Competencies

- Talent Sourcing
- Interviewing Skills
- Candidate Assessment
- Employer Branding
- Recruitment Planning
- Negotiation Skills
- Data Analysis
- Relationship Management

## Course outline

### Day 1: Introduction to Talent Acquisition

- Role of talent acquisition in business success
- Recruitment vs talent acquisition concepts
- Current hiring market trends
- Workforce planning and hiring needs
- Building talent acquisition strategies
- Common recruitment challenges and solutions

### Day 2: Sourcing and Candidate Attraction

- Creating sourcing strategies



# Course content

## Course outline

- Job advertising best practices
- Social media recruitment methods
- Building employer brand awareness
- Talent pipeline development
- Engaging passive candidates

### Day 3: Screening, Interviewing and Selection

- CV screening techniques
- Pre-employment assessments
- Structured interviewing methods
- Behavioral interview questions
- Candidate evaluation and scoring
- Fair and consistent selection decisions

### Day 4: Offer Management and Candidate Experience

- Preparing competitive job offers
- Negotiation techniques with candidates
- Managing offer acceptance process
- Improving candidate communication
- Building positive candidate experience
- Reducing offer rejection rates

### Day 5: Metrics and Strategic Recruitment Success

- Key recruitment KPIs
- Time to hire and cost per hire analysis

A hand holding a magnifying glass over a row of wooden pegs. The magnifying glass is focused on the central peg, which is slightly darker than the others. The background is a light gray.

# Course content

## Course outline

- Quality of hire measurement
- Continuous improvement in recruitment
- Future trends in talent acquisition
- Final workshop: Build a talent acquisition plan



# Seminar dates

## Available seminar dates

Live dates and pricing for Certified Talent Acquisition Professional generated from the course details page.

Date	Location	Format	Fee
8 - 12 June 2026	Kuala Lumpur - Malaysia	Classroom	€2,250.-
6 - 10 July 2026	London - U.K	Classroom	€4,200.-
10 - 14 August 2026	Barcelona - Spain	Classroom	€4,250.-
31 August - 4 September 2026	Munich - Germany	Classroom	€4,250.-
14 - 18 September 2026	London - U.K	Classroom	€4,250.-
5 - 9 October 2026	Amsterdam - Netherlands	Classroom	€4,250.-
16 - 20 November 2026	Paris - France	Classroom	€4,500.-
7 - 11 December 2026	Munich - Germany	Classroom	€3,450.-
21 - 25 December 2026	London - U.K	Classroom	€4,250.-

### Live online option

Online delivery is available at €1,850.-.