

HUMAN RESOURCES | COURSE BROCHURE

Employer Branding and Recruitment Marketing

5 days | Classroom training | English

SMART HORIZON

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https://smarthorizon.uk



Course content

Why attend

Organisations compete for talent much as they compete for customers. This course shows HR and talent professionals how to define an employee value proposition, build an authentic employer brand, use digital and social channels for recruitment marketing, improve candidate experience and measure results.

A strong employer brand reduces hiring costs and attracts better-fit candidates. This course gives you practical marketing techniques adapted for talent attraction.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course uses employer brand audits, EVP workshops, content creation exercises, channel planning and case studies.

Course objectives

By the end of this course, participants will be able to:
• Explain the role of employer branding in talent attraction
• Research and define an employee value proposition
• Create authentic employer brand messaging and content
• Plan recruitment marketing across digital and social channels
• Improve the candidate experience
• Measure employer brand and recruitment marketing performance

Target audience

This course is suitable for:
• Talent acquisition professionals
• HR managers
• Employer brand and marketing specialists
• Internal communication professionals
• Recruitment agency staff



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Target competencies

Participants will develop competencies in:

- EVP development
- Employer brand messaging
- Recruitment marketing
- Candidate experience
- Social recruiting
- Talent attraction metrics

Course outline

Day 1: Employer Branding Fundamentals

09:00–09:54	Employer brand and reputation
09:54–10:48	Talent market trends
10:48–11:00	Employer brand audit
11:00–11:30	**Coffee break**
11:30–12:12	Employer brand audit (continued)
12:12–13:06	Stakeholders
13:06–14:00	Exercise: Brand audit

Day 2: Employee Value Proposition

09:00–09:54	EVP research methods
09:54–10:48	Defining EVP pillars
10:48–11:00	Segmenting talent audiences
11:00–11:30	**Coffee break**
11:30–12:12	Segmenting talent audiences (continued)
12:12–13:06	Authenticity
13:06–14:00	Workshop: Drafting an EVP



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Day 3: Content and Channels

09:00–09:54	Employer brand storytelling
09:54–10:48	Careers sites
10:48–11:00	Social media and employee advocacy
11:00–11:30	**Coffee break**
11:30–12:12	Social media and employee advocacy (continued)
12:12–13:06	Job advertisements
13:06–14:00	Exercise: Creating content

Day 4: Candidate Experience

09:00–09:54	Candidate journey mapping
09:54–10:48	Communication and feedback
10:48–11:00	Interview experience
11:00–11:30	**Coffee break**
11:30–12:12	Interview experience (continued)
12:12–13:06	Offer and onboarding
13:06–14:00	Case study: Improving candidate experience

Day 5: Measurement

09:00–09:54	Recruitment marketing metrics
09:54–10:48	Source effectiveness
10:48–11:00	Employer brand tracking
11:00–11:30	**Coffee break**
11:30–12:12	Employer brand tracking (continued)
12:12–13:06	Continuous improvement
13:06–14:00	Capstone: Employer brand plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Cape Town Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,890.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.–**
Singapore Confirmed dates	16 Nov 2026	20 Nov 2026	**£2,820.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.–**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**£3,150.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Frankfurt Confirmed dates	4 Jan 2027	8 Jan 2027	**£2,650.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,450.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.-**
Paris Confirmed dates	1 Feb 2027	5 Feb 2027	**£2,860.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,250.-**
Barcelona Confirmed dates	8 Feb 2027	12 Feb 2027	**£2,840.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.-**
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**£2,650.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.–**
Amsterdam Confirmed dates	1 Mar 2027	5 Mar 2027	**£2,540.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.–**
Singapore Confirmed dates	15 Mar 2027	19 Mar 2027	**£2,820.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.–**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**
Cape Town Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,890.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**£3,150.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.–**
Frankfurt Confirmed dates	3 May 2027	7 May 2027	**£2,650.–**
Online Confirmed dates	3 May 2027	7 May 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	17 May 2027	21 May 2027	**£1,450.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**
Paris Confirmed dates	7 Jun 2027	11 Jun 2027	**£2,860.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.–**
Rome Confirmed dates	14 Jun 2027	18 Jun 2027	**£2,450.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.–**
Istanbul Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,650.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Amsterdam Confirmed dates	5 Jul 2027	9 Jul 2027	**£2,540.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**£1,250.–**
Singapore Confirmed dates	19 Jul 2027	23 Jul 2027	**£2,820.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**£1,250.–**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**£2,450.–**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Vienna Confirmed dates	9 Aug 2027	13 Aug 2027	**£2,940.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**£3,150.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
Frankfurt Confirmed dates	6 Sept 2027	10 Sept 2027	**£2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Paris Confirmed dates	4 Oct 2027	8 Oct 2027	**£2,860.-**



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Dates, venues and fees (continued)

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Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.–**
Rome Confirmed dates	11 Oct 2027	15 Oct 2027	**£2,450.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.–**
Istanbul Confirmed dates	18 Oct 2027	22 Oct 2027	**£2,650.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.–**
Amsterdam Confirmed dates	1 Nov 2027	5 Nov 2027	**£2,540.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**£1,250.–**
Singapore Confirmed dates	15 Nov 2027	19 Nov 2027	**£2,820.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
London Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.-**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**£3,150.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online