

HUMAN RESOURCES | COURSE BROCHURE

Talent Acquisition Strategy and Employer Branding

5 days | Classroom training | English

SMART HORIZON

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

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Course content

Why attend

Competition for skilled people is intense, and organisations that hire well grow faster. This course covers modern talent acquisition strategy: workforce demand planning, employer value proposition, employer branding across channels, sourcing and candidate experience, recruitment analytics and working with hiring managers.

Posting adverts and waiting is no longer enough. You will learn to attract and hire the people your organisation needs.

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

Strategy workshops, EVP development, recruitment funnel analysis, sourcing practice and case studies.

Course objectives

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

- Align talent acquisition with workforce plans
- Develop an employer value proposition
- Build employer branding campaigns
- Source candidates through multiple channels
- Design a strong candidate experience
- Measure recruitment effectiveness

Target audience

This course is suitable for:

- Talent acquisition and recruitment managers
- HR business partners
- Employer branding professionals
- Hiring managers
- Recruitment agency consultants



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Target competencies

Participants will develop competencies in:

- Recruitment strategy
- Employer branding
- Sourcing
- Candidate experience
- Recruitment analytics

Course outline

Day 1: Talent Acquisition Strategy

09:00–10:08	Workforce demand
10:08–11:00	Talent markets
11:00–11:30	**Coffee break**
11:30–11:45	Talent markets (continued)
11:45–12:53	Strategy elements
12:53–14:00	Exercise

Day 2: Employer Value Proposition

09:00–10:08	What candidates value
10:08–11:00	Defining the EVP
11:00–11:30	**Coffee break**
11:30–11:45	Defining the EVP (continued)
11:45–12:53	Testing with employees
12:53–14:00	Workshop

Day 3: Employer Branding

09:00–10:08	Channels and content
10:08–11:00	Social media and careers sites
11:00–11:30	**Coffee break**



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11:30–11:45	Social media and careers sites (continued)
11:45–12:53	Measuring brand
12:53–14:00	Case study

Day 4: Sourcing and Experience

09:00–10:08	Sourcing channels
10:08–11:00	Candidate journey
11:00–11:30	**Coffee break**
11:30–11:45	Candidate journey (continued)
11:45–12:53	Hiring manager partnership
12:53–14:00	Exercise

Day 5: Measuring Success

09:00–10:08	Recruitment metrics
10:08–11:00	Quality of hire
11:00–11:30	**Coffee break**
11:30–11:45	Quality of hire (continued)
11:45–12:53	Continuous improvement
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

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

Venue	Start date	End date	Fee (GBP)
Barcelona Confirmed dates	9 Nov 2026	13 Nov 2026	**£2,840.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.–**
Frankfurt Confirmed dates	30 Nov 2026	4 Dec 2026	**£2,650.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**£1,250.–**
Dubai Confirmed dates	4 Jan 2027	8 Jan 2027	**£3,150.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**£1,250.–**
Amsterdam Confirmed dates	18 Jan 2027	22 Jan 2027	**£2,540.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
Rome Confirmed dates	8 Feb 2027	12 Feb 2027	**£2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.–**
London Confirmed dates	1 Mar 2027	5 Mar 2027	**£2,450.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.–**
Rome Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,450.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,450.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.–**
Istanbul Confirmed dates	26 Apr 2027	30 Apr 2027	**£2,650.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Cape Town Confirmed dates	17 May 2027	21 May 2027	**£1,890.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**
London Confirmed dates	7 Jun 2027	11 Jun 2027	**£2,450.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.–**
Dubai Confirmed dates	28 Jun 2027	2 Jul 2027	**£3,150.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**£1,250.–**
Cape Town Confirmed dates	19 Jul 2027	23 Jul 2027	**£1,890.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**£1,250.–**
Rome Confirmed dates	2 Aug 2027	6 Aug 2027	**£2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.-**
Vienna Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,940.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Barcelona Confirmed dates	13 Sept 2027	17 Sept 2027	**£2,840.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
Vienna Confirmed dates	4 Oct 2027	8 Oct 2027	**£2,940.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.-**
Cape Town Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,890.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Paris Confirmed dates	8 Nov 2027	12 Nov 2027	**£2,860.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**
Dubai Confirmed dates	29 Nov 2027	3 Dec 2027	**£3,150.-**
Online Confirmed dates	29 Nov 2027	3 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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