



HUMAN RESOURCES AND TRAINING

Certified Talent Acquisition Professional

Course code: HRT-044

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

info@sparktraining.eu

+31 85 115 0004 | sparktraining.eu

— Workshop Overview

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.

Why Attend

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

Who Should Attend

Recruitment Professionals
Talent Acquisition Specialists
HR Professionals
HR Managers
Hiring Managers
Workforce Planning Staff
Anyone involved in recruitment and hiring

— Learning 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

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

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Amsterdam - Netherlands	€2,125
16 - 20 November 2026	Paris - France	€2,250
7 - 11 December 2026	Munich - Germany	€1,725
21 - 25 December 2026	London - United Kingdom	€2,125
11 - 15 January 2027	Kuala Lumpur - Malaysia	€1,400
8 - 12 February 2027	London - United Kingdom	€2,100
8 - 12 March 2027	Barcelona - Spain	€1,925
12 - 16 April 2027	Munich - Germany	€2,125

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.