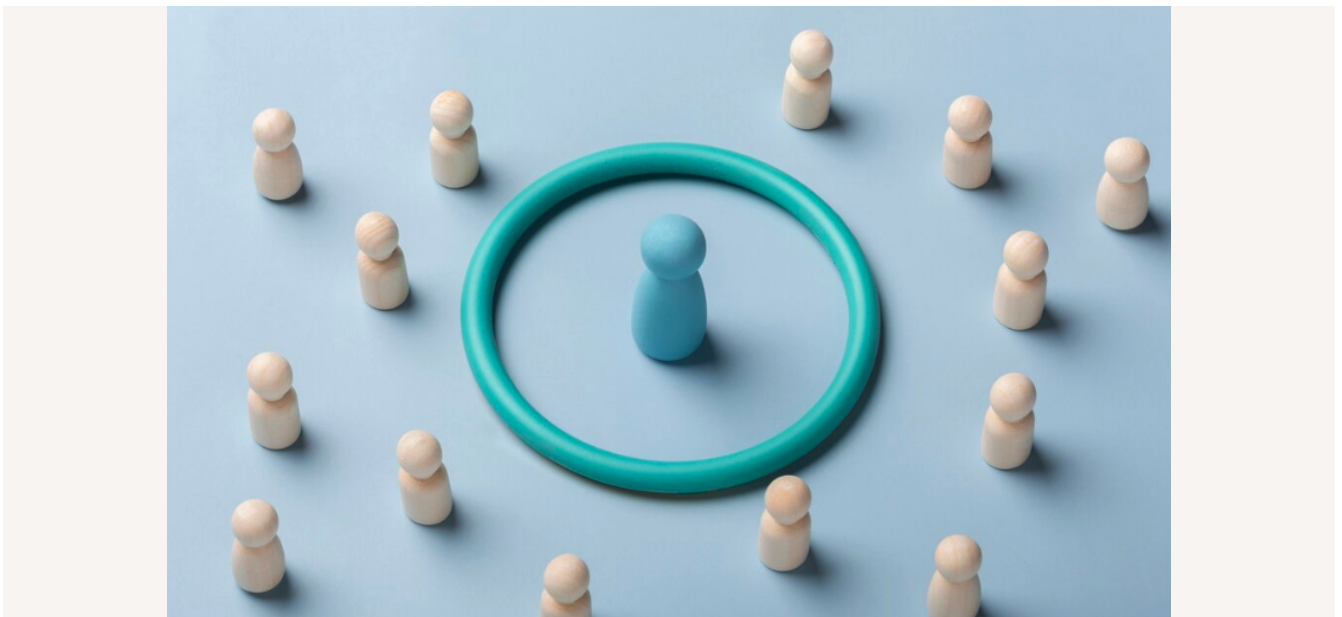


Talent Acquisition and Retention

Course code: HRT-013



SPARK TRAINING

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

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— Workshop Overview

In today's highly competitive business world, attracting and retaining the right talent is essential for long-term organizational success. This Talent Acquisition and Retention training course offers participants a thorough understanding of strategic techniques for acquiring and retaining top talent. It provides tools to attract the best candidates, align talent acquisition with business goals, and implement effective retention strategies. Participants will also discover innovative methods to foster a high-performance culture that boosts employee engagement and minimizes turnover.

Why Attend

This Talent Acquisition and Retention training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes an interactive mixture of lecture-led learning & group discussions.

Who Should Attend

HR professionals and managers involved in recruitment and talent management
Talent acquisition specialists
Line managers responsible for hiring and retaining employees
Senior leaders engaged in organizational strategy and workforce planning

— Learning Objectives

- Understand the strategic significance of talent acquisition and retention
- Align talent acquisition efforts with business objectives
- Develop robust recruitment and selection processes
- Implement best practices in employer branding and candidate experience
- Use data analytics to improve talent management strategies
- Create retention programs that encourage long-term employee commitment
- Tackle challenges in retaining top talent in a rapidly evolving business environment

Course Outline

**DAY
1****Day One: Introduction to Strategic Talent Acquisition and Retention**

- Overview of the talent acquisition and retention landscape
- The role of talent acquisition in organizational success
- Aligning talent strategy with business objectives
- Key challenges in talent acquisition and retention
- Employer branding: Attracting the right talent

**DAY
2****Day Two: Talent Acquisition Strategies and Techniques**

- Defining your recruitment goals
- Developing effective job descriptions and requirements
- Recruitment channels: Traditional vs. digital strategies
- Candidate experience: Creating a seamless recruitment process
- Leveraging social media and AI in talent acquisition
- Building a talent pipeline for the future

**DAY
3****Day Three: Selection and Onboarding for Long-Term Success**

- Best practices for screening and selecting candidates
- Conducting structured interviews and assessments
- Evaluating candidates through skills testing and behavioral interviews
- Onboarding: Ensuring a smooth transition for new hires
- The role of onboarding in employee retention
- Designing an engaging and effective onboarding program

**DAY
4****Day Four: Data-Driven Talent Acquisition and Retention**

- Using data and analytics to improve talent acquisition
- Metrics for measuring recruitment success
- Predictive analytics in retention strategies
- Employee engagement and satisfaction surveys
- Implementing performance metrics to track retention

**DAY
5****Day Five: Retention Strategies and Building a High-Performance Culture**

- Understanding employee motivations and turnover triggers
- Developing comprehensive retention programs

- Creating a culture of engagement and recognition
- Compensation and benefits strategies to retain talent
- Leadership's role in talent retention
- Case studies on successful talent retention programs

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Rome - Italy	€2,125
16 - 20 November 2026	Munich - Germany	€1,725
7 - 11 December 2026	Amsterdam - Netherlands	€2,125
11 - 15 January 2027	Cape Town - South Africa	€1,420
8 - 12 February 2027	Frankfurt - Germany	€1,625
8 - 12 March 2027	Barcelona - Spain	€1,925
12 - 16 April 2027	Barcelona - Spain	€1,925
10 - 14 May 2027	Rome - Italy	€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.