€TRAINING

Candidates Relationship Management

9 - 20 September 2024
Kuala Lumpur (Malaysia)

Candidates Relationship Management

REF: H2415 DATE: 9 - 20 September 2024 Venue: Kuala Lumpur (Malaysia) - Fee: 7950 Euro

Introduction:

This training program provides participants with essential knowledge and skills for managing candidate relationships effectively. It empowers them to enhance recruitment processes, improve candidate experiences, and build strong talent pipelines.

Program Objectives:

At the end of this program, participants will be able to:

- Develop and implement effective candidate relationship strategies.

- Enhance candidate engagement and experience throughout the recruitment process.

- Utilize technology and tools to manage candidate relationships efficiently.

- Foster a positive employer brand to attract top talent.

- Measure and analyze candidate relationship management efforts for continuous improvement.

Targeted Audience:

- Recruitment Specialists.

- HR Managers and Professionals.

- Talent Acquisition Managers.

- Recruitment Consultants.

- HR Coordinators.

Program Outline:

Unit 1:

Introduction to Candidate Relationship Management:

- Understanding the importance of candidate relationship management CRM.

- Key components of effective CRM strategies.

- Aligning CRM with organizational goals and recruitment processes.

- Building a candidate relationship management framework.

- Best practices for CRM in talent acquisition.

Unit 2:

Developing a Candidate Engagement Strategy:

- Identifying and segmenting candidate pools.

- Creating personalized candidate engagement plans.

- Utilizing communication channels effectively email, social media.

- Managing candidate touchpoints and interactions.

- Building and maintaining candidate relationships over time.

Unit 3:

Enhancing Candidate Experience:

- Designing a seamless candidate journey.

- Providing timely and constructive feedback.

- Creating a positive onboarding experience.

- Handling candidate queries and concerns professionally.

- Leveraging candidate feedback to improve processes.

Unit 4:

Leveraging Technology in CRM:

- Overview of CRM tools and software for recruitment.

- Implementing Applicant Tracking Systems ATS.

- Utilizing data analytics for candidate insights.

- Integrating CRM tools with other HR technologies.

- Automating CRM processes for efficiency.

Unit 5:

Employer Branding and Talent Attraction:

- Developing and promoting an attractive employer brand.

- Aligning employer branding with candidate expectations.

- Utilizing content marketing to engage candidates.

- Showcasing company culture and values.

- Measuring the impact of employer branding on recruitment.

Unit 6:

Managing Candidate Relationships Throughout the Recruitment Process:

- Creating a structured recruitment process with candidate focus.

- Ensuring consistent communication with candidates.

- Managing candidate expectations and timelines.

- Handling offer management and negotiation.

- Building long-term relationships with passive candidates.

Unit 7:

Measuring and Analyzing CRM Efforts:

- Defining key performance indicators KPIs for CRM.

- Collecting and analyzing CRM data and metrics.

- Reporting on CRM effectiveness and impact.

- Using insights to refine and improve CRM strategies.

- Benchmarking against industry standards.

Unit 8:

Addressing Challenges in Candidate Relationship Management

- Identifying common CRM challenges and issues.

- Developing strategies to overcome CRM obstacles.

- Managing candidate dissatisfaction and negative experiences.

- Adapting CRM strategies to changing market conditions.

- Handling high-volume recruitment scenarios.

Unit 9:

Legal and Ethical Considerations in CRM:

- Understanding data protection and privacy regulations.

- Ensuring compliance with recruitment laws and standards.

- Handling sensitive candidate information responsibly.

- Addressing ethical dilemmas in candidate interactions.

- Maintaining transparency and fairness in recruitment practices.

Unit 10:

Future Trends in Candidate Relationship Management:

- Exploring emerging trends in CRM technology and practices.

- Adapting to the evolving needs of candidates and employers.

- Leveraging AI and machine learning in CRM.

- Implementing innovative engagement strategies.

- Preparing for the future of candidate relationship management.