

# € TRAINING

Candidates Relationship Management



9 - 20 December 2024  
Barcelona (Spain)



# Candidates Relationship Management

REF: H2415 DATE: 9 - 20 December 2024 Venue: Barcelona (Spain) - Fee: 9460 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.