

# € TRAINING

Candidates Relationship Management CRM



7 - 11 October 2024  
Casablanca (Morocco)  
New Hotel



# Candidates Relationship Management CRM

REF: M2417 DATE: 7 - 11 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

Candidate Relationship Management CRM is a comprehensive training program designed to equip professionals in the recruitment and talent acquisition industry with the essential skills and knowledge needed to build and maintain strong relationships with potential job candidates. This program is tailored to provide participants with the strategies, tools, and techniques necessary to attract, engage, and retain top talent in a rapidly changing employment landscape.

## Program Objectives:

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

- Understand the importance of Candidate Relationship Management CRM in the recruitment process.
- Develop a strategic approach to building and maintaining candidate relationships.
- Utilize technology and software to enhance CRM efforts.
- Effectively communicate with candidates at various stages of the recruitment process.
- Build a talent pool of qualified candidates for current and future job openings.
- Improve candidate engagement and satisfaction.
- Implement best practices for candidate data management and privacy.
- Evaluate and measure the success of CRM strategies.

## Targeted Audience:

- HR Managers and HR Professionals.
- Recruitment Specialists.
- Talent Acquisition Managers.
- Talent Sourcers.
- Staffing Coordinators.
- Career Counselors.
- HR and Recruitment Consultants.



## Program Outline:

### Unit 1:

#### Introduction to Candidate Relationship Management:

- Understanding the significance of CRM in recruitment.
- Historical perspective and evolution of CRM in HR.
- Benefits of effective CRM in the hiring process.

### Unit 2:

#### Building a Candidate Database:

- Identifying candidate sources.
- Data collection, organization, and segmentation.
- Legal and ethical considerations in candidate data management.

### Unit 3:

#### Candidate Engagement Strategies:

- Effective communication techniques.
- Developing personalized candidate experiences.
- Using technology and automation for candidate engagement.

### Unit 4:

#### Candidate Nurturing and Relationship Building:

- Creating candidate personas.
- Maintaining long-term relationships.
- The art of relationship-building through regular touchpoints.

### Unit 5:

#### CRM Software and Tools:

- Introduction to CRM software solutions.



- Selection and implementation of CRM technology.
- Data security and compliance.