

# € TRAINING

Candidates relationship management



11 - 22 November 2024  
Casablanca (Morocco)  
New Hotel



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REF: H2415 DATE: 11 - 22 November 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 6265 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. In today's competitive job market, effectively managing candidate relationships is crucial for success. This 10-day training course 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.

## Course Objectives:

At the end of this course, 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
- Anyone involved in hiring and candidate interaction

## Course Outlines:

### 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

### Unit 6: Candidate Feedback and Improvement

- Gathering candidate feedback
- Analyzing feedback for process improvement
- Adapting to changing candidate preferences

### Unit 7: Measuring CRM Success

- Key performance indicators KPIs for CRM
- Analyzing metrics and reporting
- Continuous improvement and optimization

### Unit 8: Building a Talent Pipeline

- Strategies for talent pooling
- Creating a talent pipeline for future needs
- Engaging passive candidates

### Unit 9: Challenges and Best Practices

- Common challenges in candidate relationship management
- Best practices for addressing challenges
- Case studies and real-world examples

### Unit 10: Final Assessment and Action Plan

- Recap of course highlights
- Assessment of skills and knowledge acquired
- Creating an action plan for implementing CRM strategies in your organization