

HUMAN RESOURCES | COURSE BROCHURE

Certified Talent Acquisition Professional

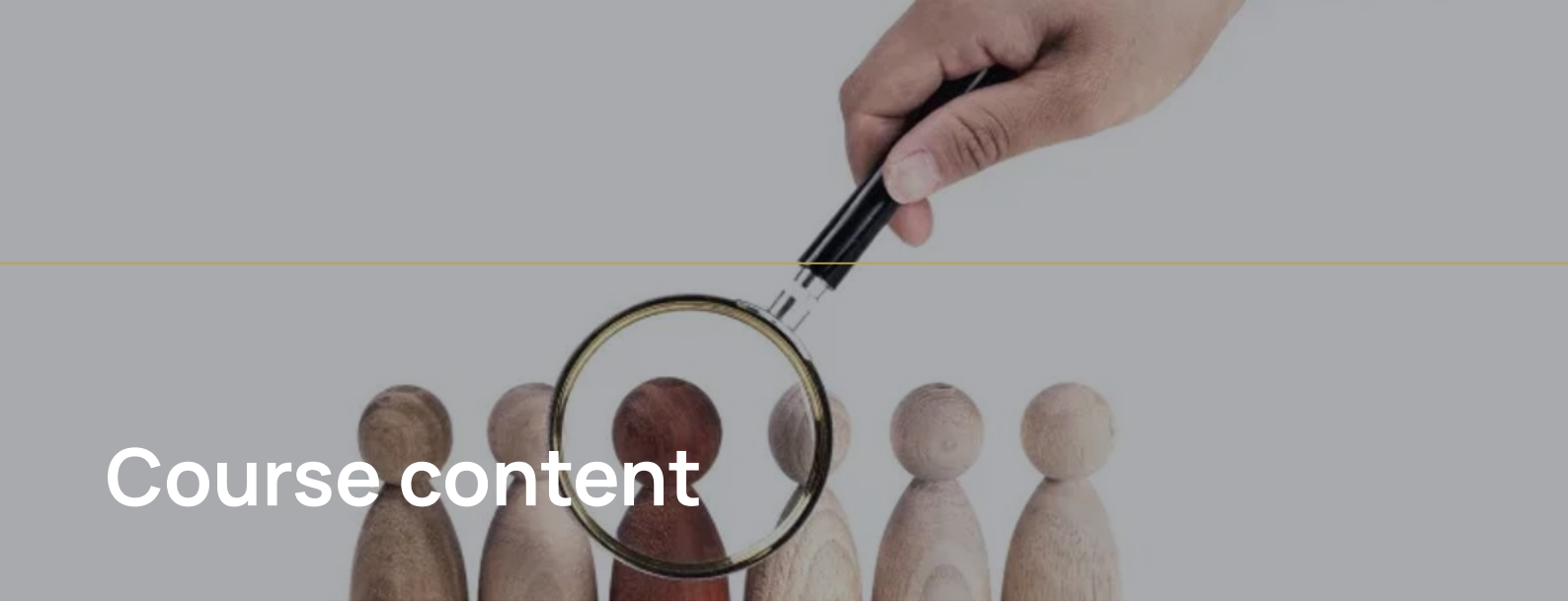
5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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https://smart-horizon.eu



Course content

Why attend

Talent acquisition is a strategic function that helps organizations attract, select, and retain the right people to achieve business success.

This course provides participants with practical tools and modern recruitment strategies to build strong talent pipelines, improve hiring quality, enhance candidate experience, and support workforce growth.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

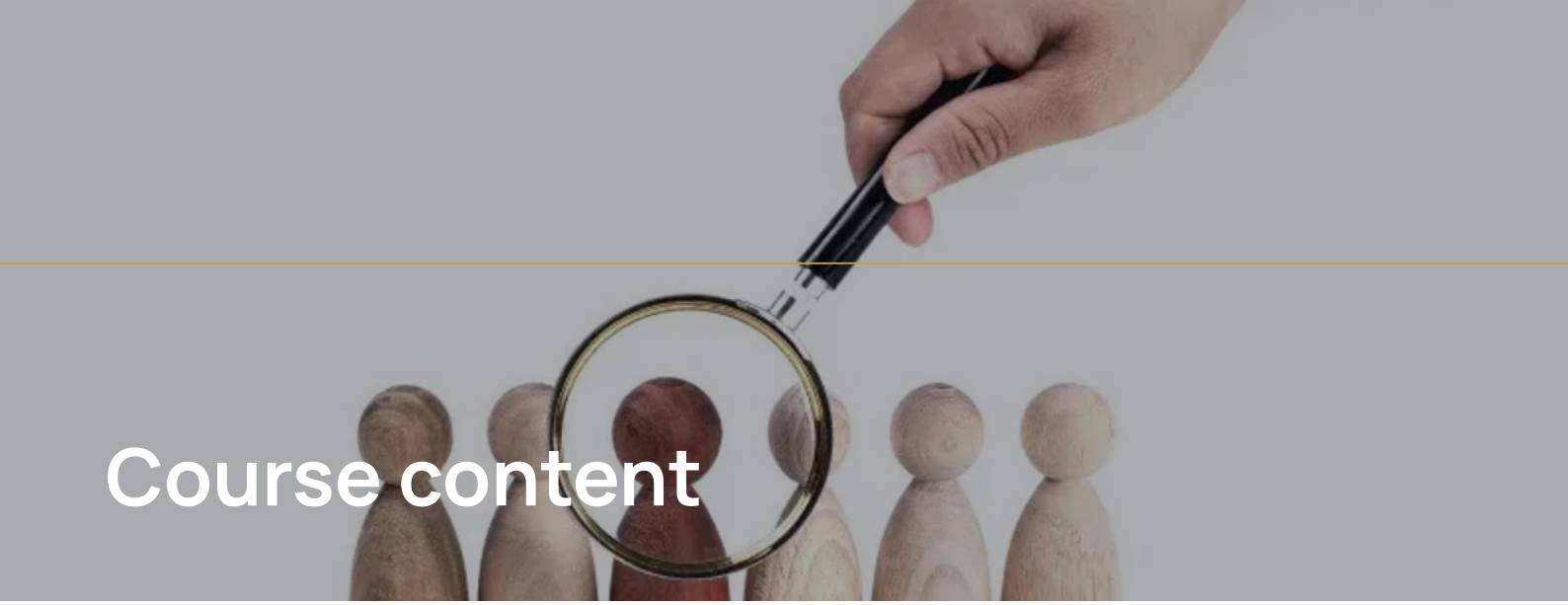
This course uses an interactive and practical approach through presentations, case studies, group discussions, recruitment simulations, interview practice, sourcing exercises, and real workplace examples.

Course objectives

• Understand modern talent acquisition strategies
• Build effective recruitment and sourcing plans
• Improve candidate attraction and employer branding
• Conduct professional screening and interviewing
• Enhance hiring quality and speed
• Develop talent pipelines for future needs
• Use recruitment metrics and analytics
• Build a strategic talent acquisition framework

Target audience

• Recruitment Professionals
• Talent Acquisition Specialists
• HR Professionals
• HR Managers
• Hiring Managers
• Workforce Planning Staff
• Anyone involved in recruitment and hiring decisions



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Target competencies

- Talent Sourcing
- Interviewing Skills
- Candidate Assessment
- Employer Branding
- Recruitment Planning
- Negotiation Skills
- Data Analysis
- Relationship Management

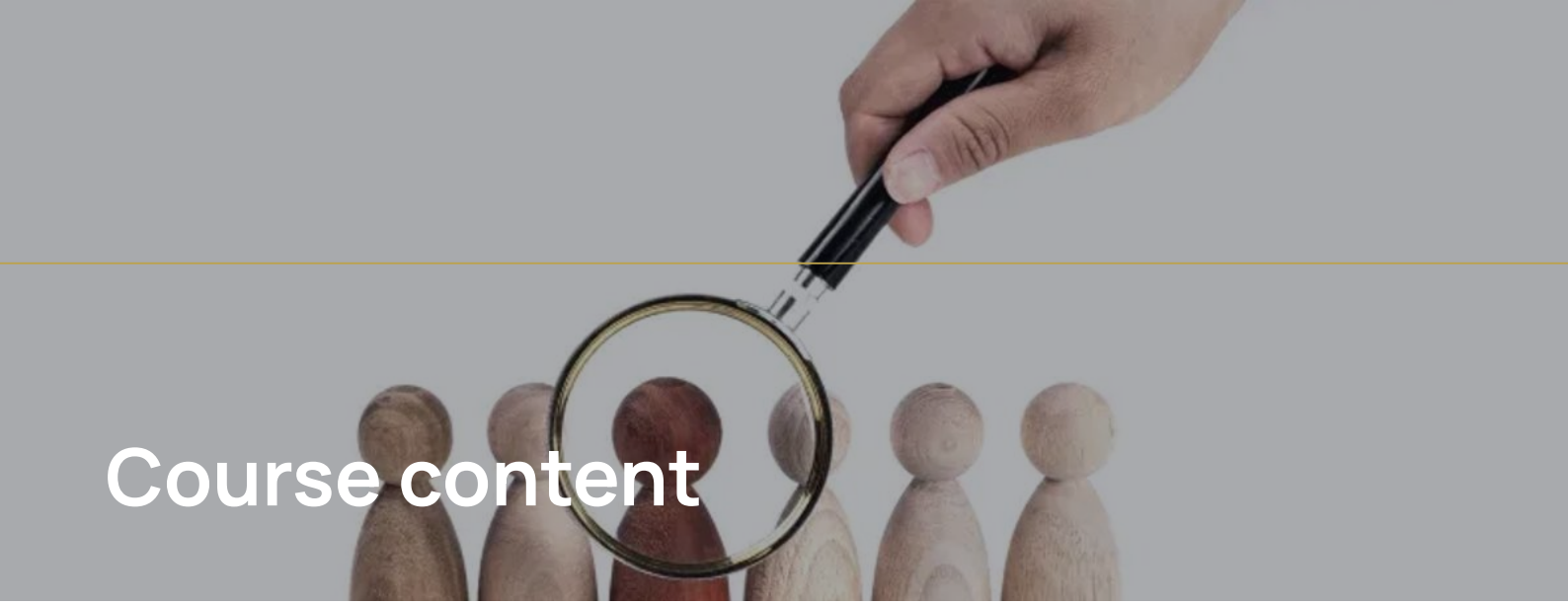
Course outline

Day 1: Introduction to Talent Acquisition

09:00–09:45	Role of talent acquisition in business success
09:45–10:30	Recruitment vs talent acquisition concepts
10:30–11:00	Current hiring market trends
11:00–11:30	**Coffee break**
11:30–11:45	Current hiring market trends (continued)
11:45–12:30	Workforce planning and hiring needs
12:30–13:15	Building talent acquisition strategies
13:15–14:00	Common recruitment challenges and solutions

Day 2: Sourcing and Candidate Attraction

09:00–09:45	Creating sourcing strategies
09:45–10:30	Job advertising best practices
10:30–11:00	Social media recruitment methods
11:00–11:30	**Coffee break**
11:30–11:45	Social media recruitment methods (continued)
11:45–12:30	Building employer brand awareness
12:30–13:15	Talent pipeline development



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13:15–14:00	Engaging passive candidates

Day 3: Screening, Interviewing and Selection

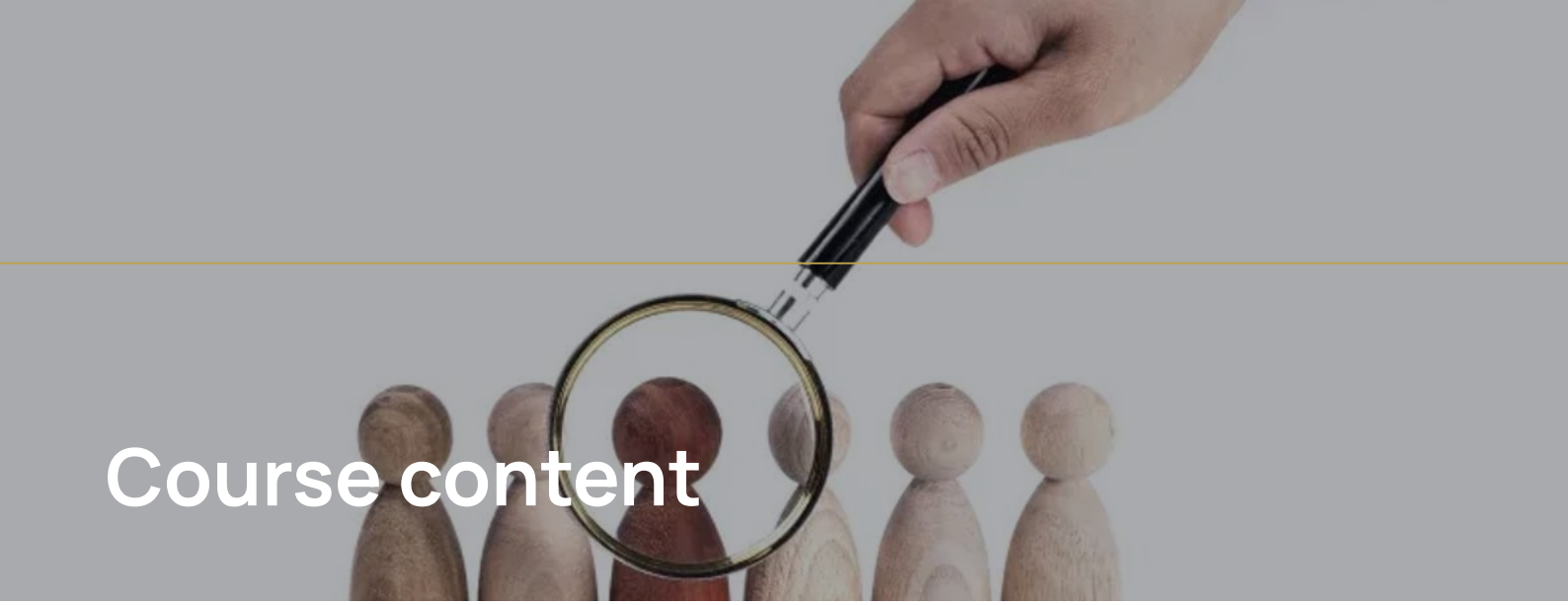
09:00–09:45	CV screening techniques
09:45–10:30	Pre-employment assessments
10:30–11:00	Structured interviewing methods
11:00–11:30	**Coffee break**
11:30–11:45	Structured interviewing methods (continued)
11:45–12:30	Behavioral interview questions
12:30–13:15	Candidate evaluation and scoring
13:15–14:00	Fair and consistent selection decisions

Day 4: Offer Management and Candidate Experience

09:00–09:45	Preparing competitive job offers
09:45–10:30	Negotiation techniques with candidates
10:30–11:00	Managing offer acceptance process
11:00–11:30	**Coffee break**
11:30–11:45	Managing offer acceptance process (continued)
11:45–12:30	Improving candidate communication
12:30–13:15	Building positive candidate experience
13:15–14:00	Reducing offer rejection rates

Day 5: Metrics and Strategic Recruitment Success

09:00–09:45	Key recruitment KPIs
09:45–10:30	Time to hire and cost per hire analysis
10:30–11:00	Quality of hire measurement
11:00–11:30	**Coffee break**



Course content

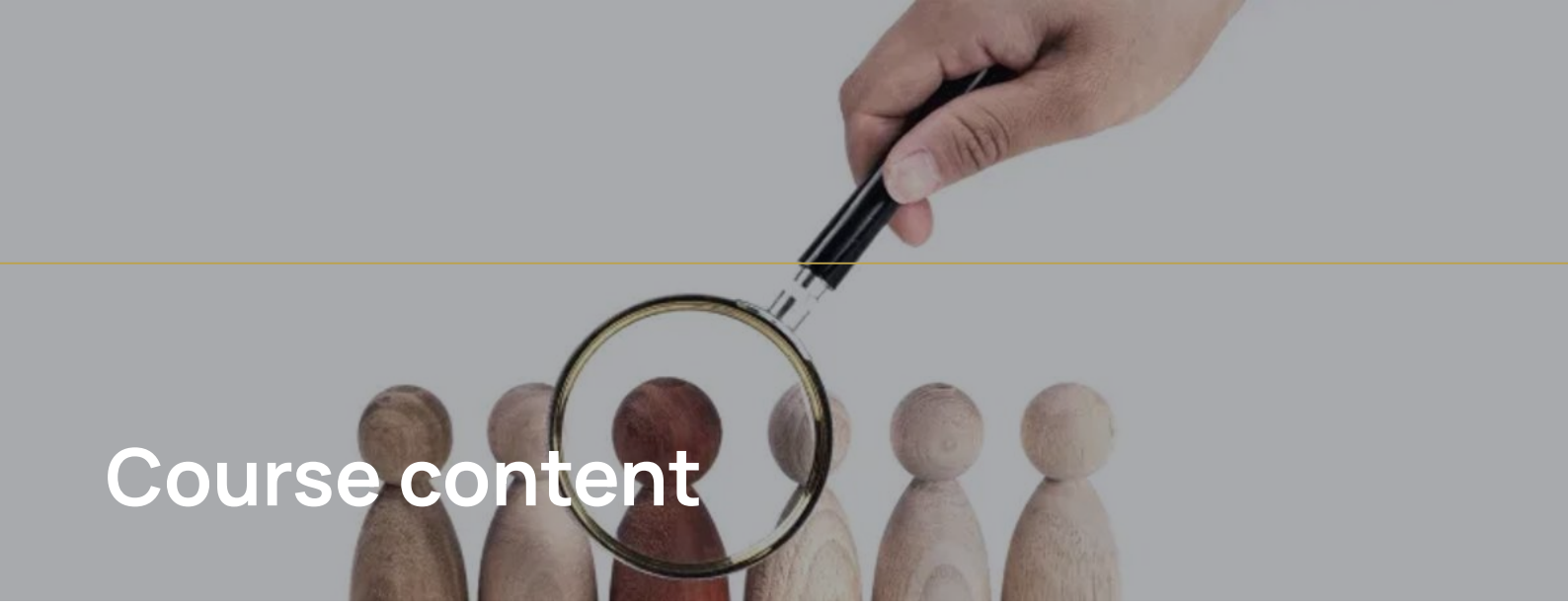
11:30–11:45	Quality of hire measurement (continued)
11:45–12:30	Continuous improvement in recruitment
12:30–13:15	Future trends in talent acquisition
13:15–14:00	Final workshop: Build a talent acquisition plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

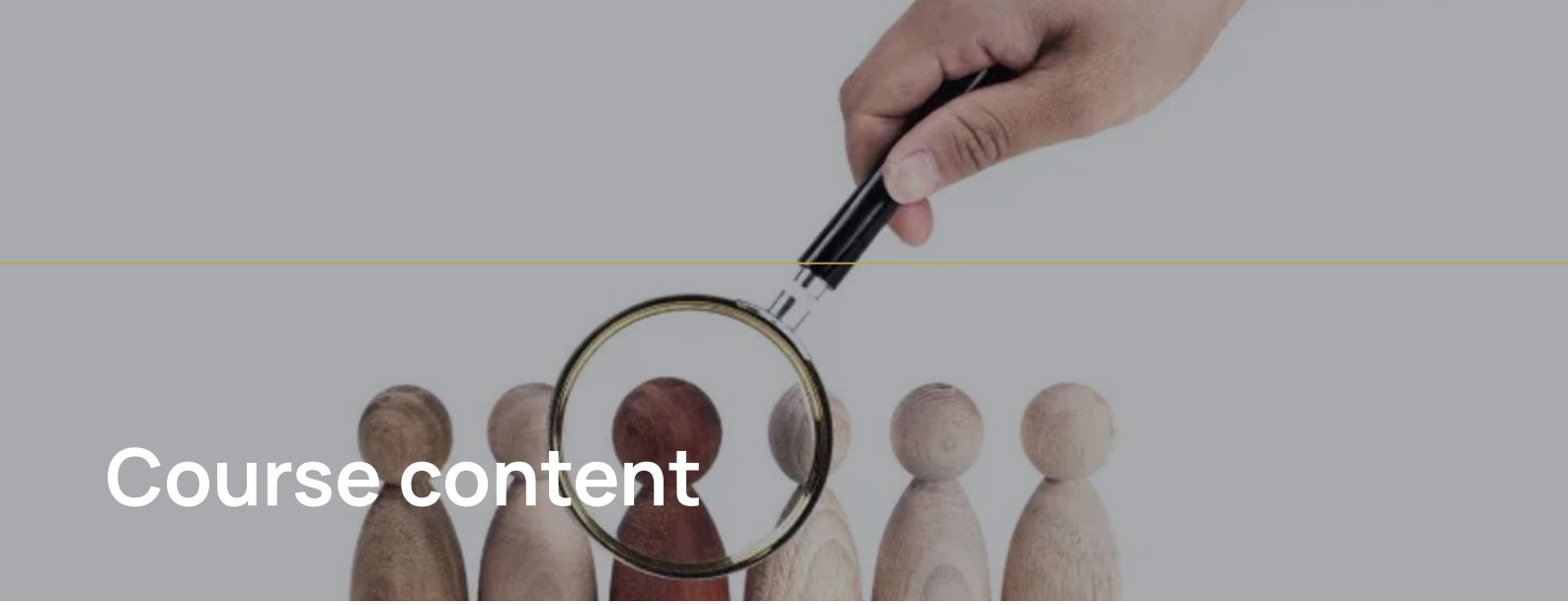
Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Istanbul Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,650.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,540.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

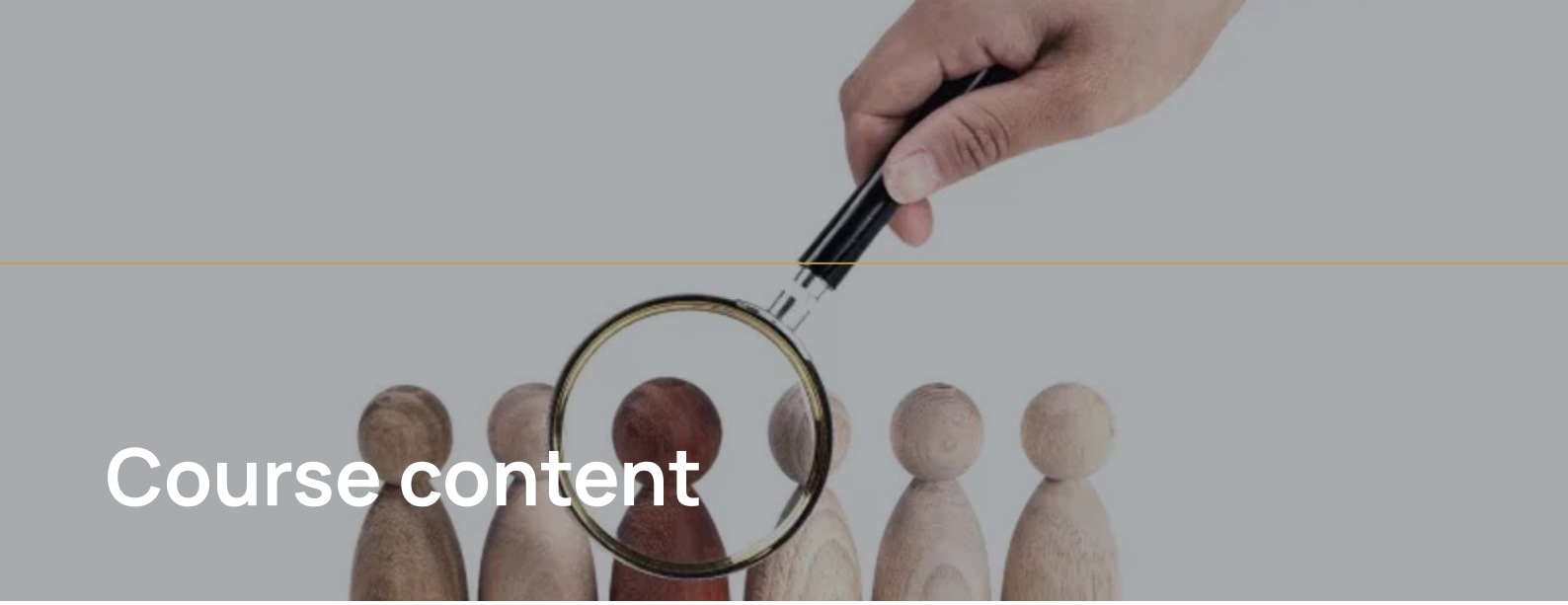
Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,820.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
London Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**€3,150.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Frankfurt Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,650.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Vienna Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,940.-**



Course content

Dates, venues and fees (continued)

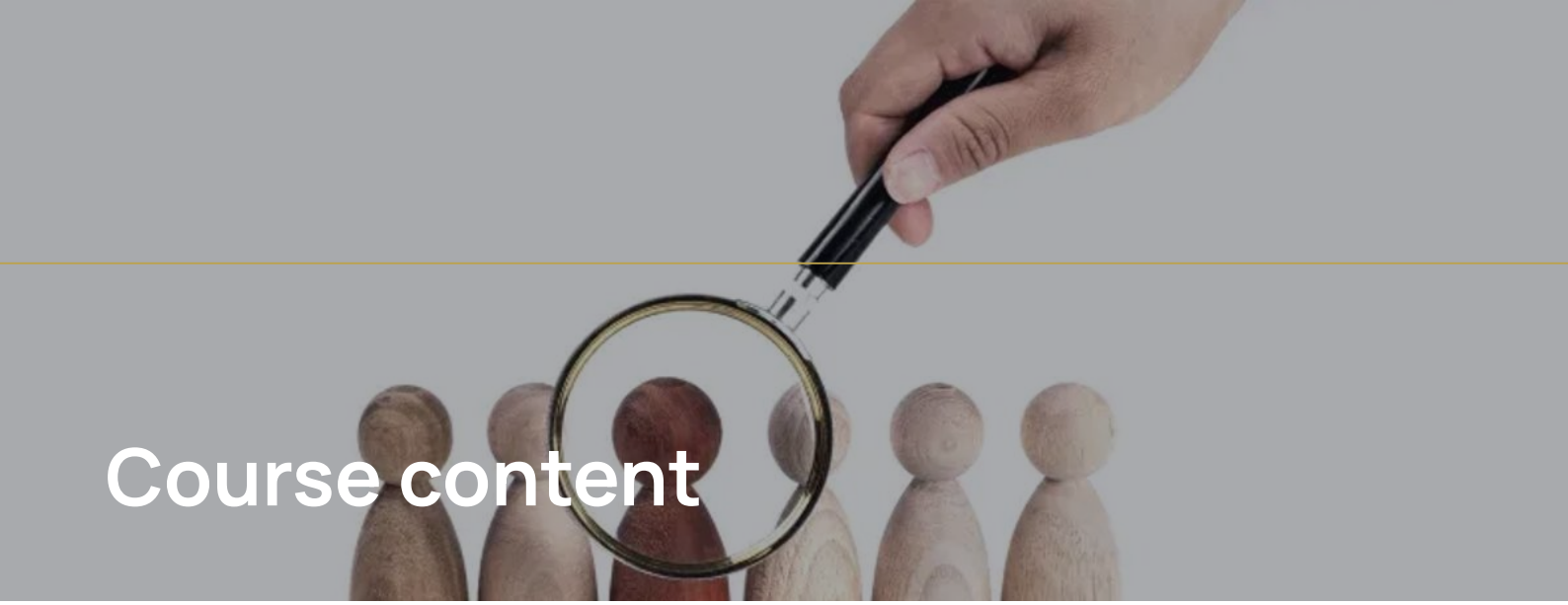
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,450.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
Paris Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,860.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Istanbul Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,650.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Amsterdam Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,540.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

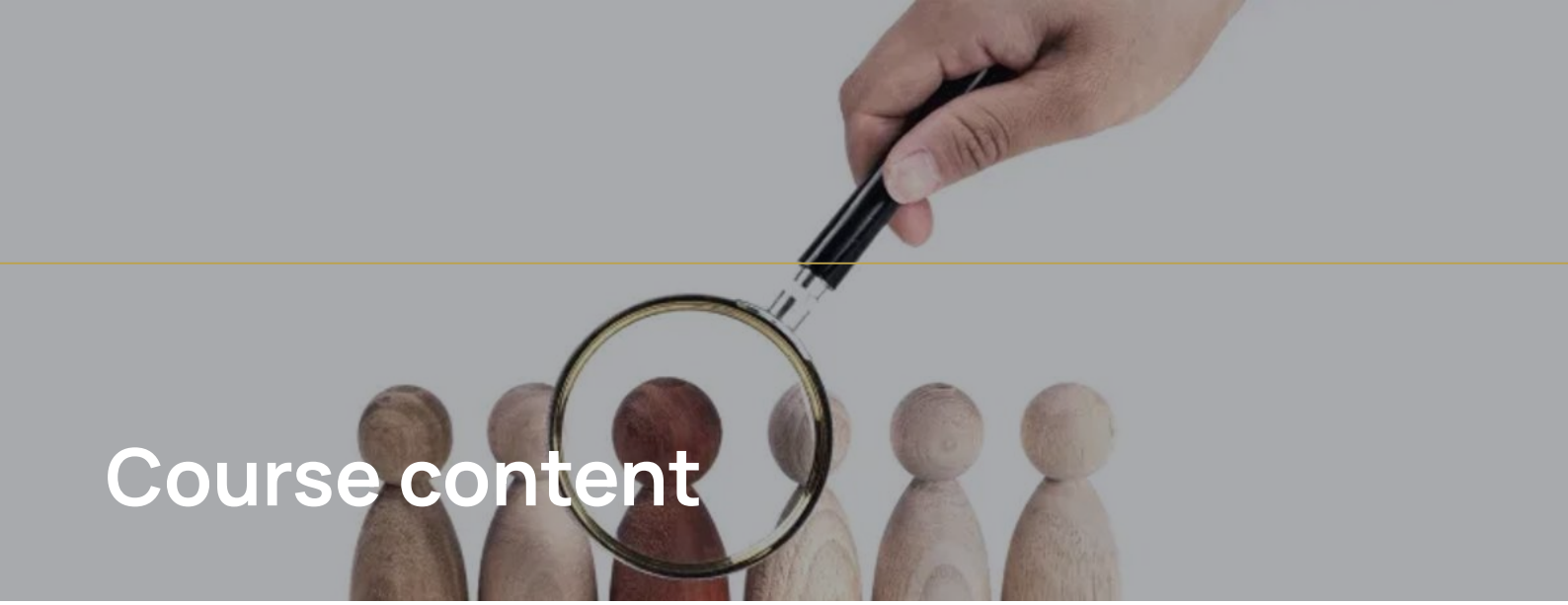
Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,890.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Singapore Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,820.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
London Confirmed dates	3 May 2027	7 May 2027	**€2,450.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Dubai Confirmed dates	17 May 2027	21 May 2027	**€3,150.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Frankfurt Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,650.-**



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Dates, venues and fees (continued)

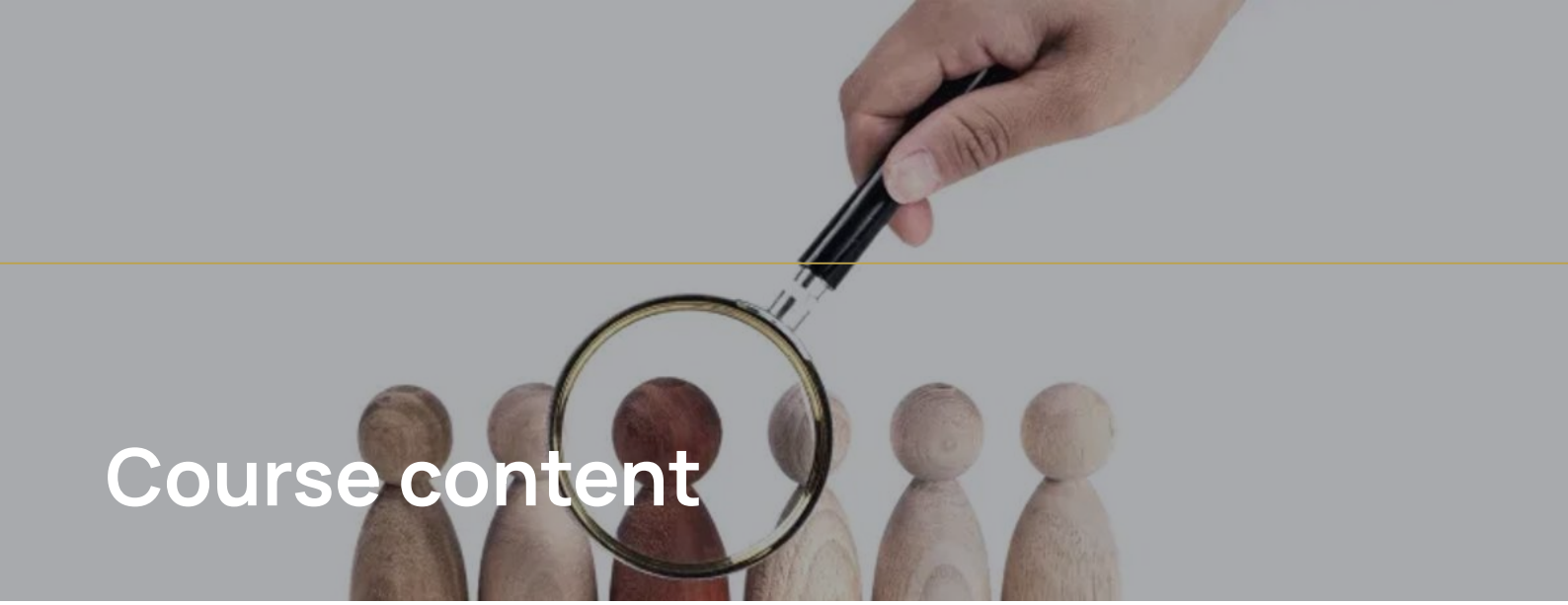
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Cape Town Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,890.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,450.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Paris Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,860.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
Istanbul Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,650.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.–**



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Dates, venues and fees (continued)

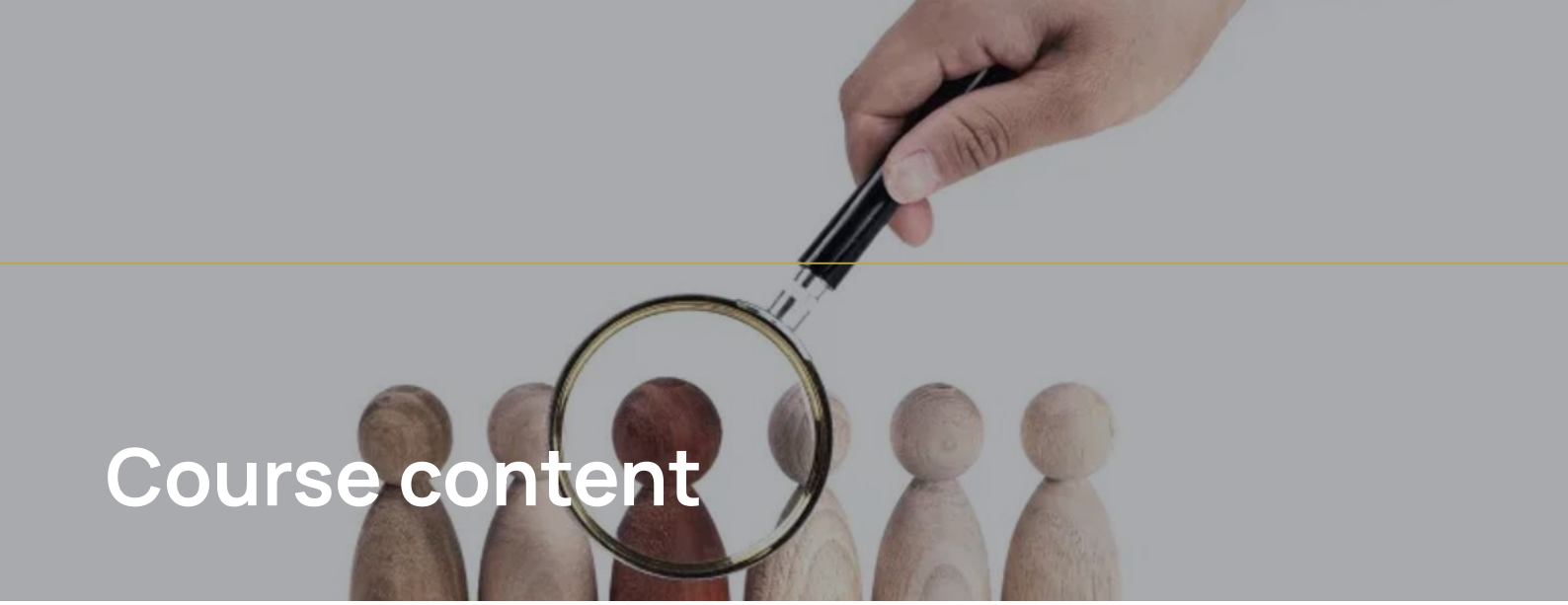
Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,540.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Singapore Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,820.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Rome Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
London Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**€3,150.-**



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Dates, venues and fees (continued)

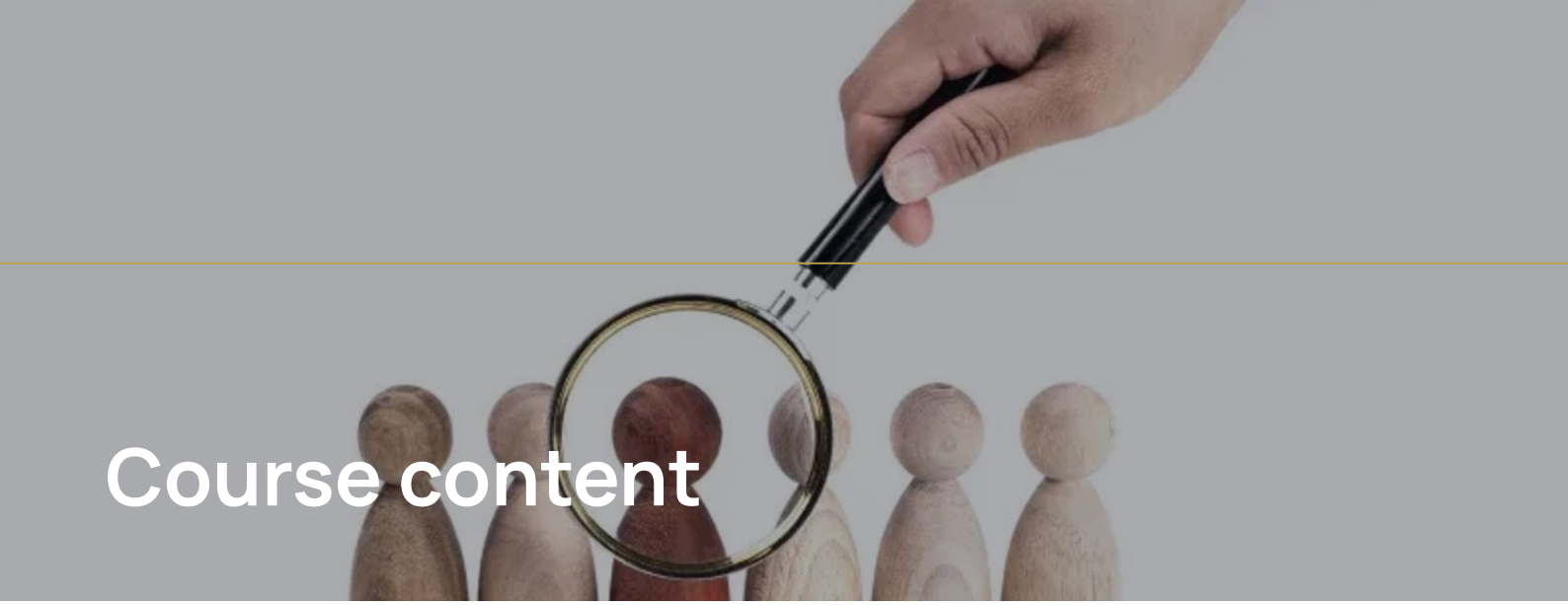
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Frankfurt Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,650.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Barcelona Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,840.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Paris Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,860.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,650.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Amsterdam Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,540.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Singapore Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,820.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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