



London TDM

# Finance and Accounting

**Course Venue:** United Arab Emirates - Dubai

**Course Date:** From 28 June 2026 To 02 July 2026

**Course Place:** Downtown Dubai

**Course Fees:** 5,000 USD

## Introduction

The "Talent Acquisition and Workforce Planning Techniques" course is designed to equip HR professionals and recruiters with cutting-edge strategies and tools necessary to attract, recruit, and retain top talent effectively. This intensive 5-day program covers the entire talent acquisition lifecycle, from strategic workforce planning to innovative recruitment methods. Participants will gain hands-on experience and practical insights to enhance their organizational talent acquisition efforts.

## Objectives

- Understand the fundamentals of talent acquisition and workforce planning.
- Develop strategic workforce plans aligned with organizational goals.
- Master modern recruitment techniques and tools.
- Learn to analyze and interpret key talent metrics.
- Enhance skills in candidate screening and selection processes.

## Course Outlines

### Day 1: Introduction to Talent Acquisition and Workforce Planning

- Overview of talent acquisition and its role in HR.
- Understanding workforce planning and its importance.
- Examining current trends in talent acquisition.
- Aligning talent strategies with business objectives.
- Interactive group exercise: Identifying talent needs.

### Day 2: Strategic Workforce Planning

- Creating a workforce plan: Key steps and considerations.
- Tools and technologies for workforce planning.
- Case studies: Successful workforce planning implementations.
- Identifying critical roles and succession planning.
- Practical workshop: Developing a workforce plan.

### Day 3: Recruitment Marketing and Employer Branding

- The role of employer branding in talent attraction.
- Designing effective recruitment marketing campaigns.
- Leveraging social media for recruiting.
- Building and communicating your employer value proposition.
- Group activity: Crafting a recruitment marketing strategy.

### Day 4: Advanced Recruitment Techniques and Tools

- Utilizing technology in recruitment: AI and automation.
- Innovative sourcing strategies: Beyond traditional methods.
- Effective candidate engagement and relationship building.
- Conducting impactful interviews: Techniques and best practices.
- Workshop: Implementing an innovative talent acquisition strategy.

## **Day 5: Measuring and Optimizing Talent Acquisition**

- Key metrics for evaluating talent acquisition success.
- Continuous improvement: Feedback loops and performance measurement.
- Analyzing recruitment data to drive decisions.
- Optimizing the candidate experience.
- Final project presentation and course wrap-up.