



London TDM

HR Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 08 February 2026 To 12 February 2026

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

This 5-day course is designed to equip professionals with the essential skills and knowledge to design, implement, and manage effective campus recruitment and early careers programs. The course explores best practices, strategic planning, and hands-on activities necessary to attract and retain top young talent from universities and colleges.

Objectives

- Understand the strategic importance of campus recruitment and early careers programs.
- Develop skills to create engaging recruitment campaigns targeted at early career professionals.
- Analyze the latest trends and tools in campus recruitment.
- Learn to build and maintain strong relationships with educational institutions.
- Equip participants with the ability to measure and improve recruitment program success.

Course Outlines

Day 1: Understanding Campus Recruitment

- Introduction to Campus Recruitment and Emerging Trends
- The Strategic Role of Campus Recruitment in Talent Acquisition
- Identifying Key Skills and Competencies in Early Career Candidates
- Challenges Faced in Campus Recruitment and Mitigation Strategies
- Case Studies of Successful Campus Recruitment Programs

Day 2: Designing Effective Recruitment Campaigns

- Steps to Develop an Attractive Employer Brand for Students
- Crafting Effective Messaging and Content for Students
- Utilizing Social Media and Digital Platforms for Campus Outreach
- Creating Engaging On-Campus Events and Activities
- Leveraging Alumni Networks in Recruitment Efforts

Day 3: Building Partnerships with Educational Institutions

- Mapping and Prioritizing Target Universities and Colleges
- Strategies for Building Long-term Relationships with Universities
- Engaging Faculty and Career Services for Mutual Benefits
- Collaborative Internship and Co-op Program Design
- Continuous Communication and Feedback Loops with Institutions

Day 4: Maximizing Candidate Engagement and Retention

- Developing a Positive Candidate Experience from Application to Selection
- Mentorship and Career Development Opportunities for Early Career Hires
- Onboarding Strategies for Seamless Integration
- Creating a Culture of Continuous Learning and Growth
- Recognition and Incentive Programs for Early Career Success

Day 5: Measuring Success and Continuous Improvement

- Key Metrics and KPIs for Recruitment Program Success
- Data Collection and Analysis Tools for Campus Recruitment
- Feedback Mechanisms: From Candidates to Stakeholders
- Iterative Approaches to Program Improvement
- Developing a Long-term Vision for Talent Acquisition