

# Product Specification: RTA

## Moving from Recruitment to Strategic Talent Acquisition

### Overview

Recruitment is going through a major shift at the moment, responding to the already somewhat more positive economic environment and the renewed focus on the war for talent given rising skills shortages, as well as changing candidate expectations. Smart organisations are also taking advantage of new opportunities and meeting new requirements for looking for the best candidates using increasingly diverse sources and by using a range of different approaches.

This seminar will review the major inputs to the shift in recruitment, using research, case examples, and the trainer's and participants' own experiences. In addition, the course will consider the impacts of the shift on participants' recruitment activities, recruiter capabilities and their recruitment functions.

### Who Should Attend?

- VPs, Directors and managers of talent management, staffing, resourcing, recruitment and talent acquisition
- HR staff concerned with employer branding or how they can best integrate with Recruitment
- Staff from recruitment agencies and RPO providers



### Learning Outcomes

By the end of the course you will:

1. Understand how recruitment can be designed as a strategic approach to talent acquisition
2. Have reviewed the technologies available to support recruitment activities and how these can be built into recruitment processes
3. Be able to identify the best measures, benchmarks and analytics to help monitor the implementation of recruitment activities
4. Understand the likely progression of the recruiting function
5. Be able to plan for and navigate through the changing nature of recruitment, selecting the best approaches

### Symposium Training Contact Details

Hayley Griffin

Unit F, 44-48 Shepherdess Walk  
London, N1 7JP  
P: 020 7231 5100  
E: hgriffin@symposium-events.co.uk  
www.symposium-events.co.uk

# Sample Programme

9.30 – 10.00 Registration and Refreshments/td

10.00 – 10.15 Welcome, Introductions and Objectives

## Strategic Recruitment

- 10:15 – 11:30
- Opportunities for differentiation and competitive advantage
  - Linking recruitment to human capital strategy and workforce planning focused on critical roles in the organisation
  - Developing an organisation's employer or talent brand – factors that are important to candidates and effectively promoting what the organisation provides
  - Employee referrals: developing employees as organisational advocates and providers of sourced candidates

11:30 – 11:45 Morning Refreshment

## Technology in Recruitment

- 11:45 – 13:00
- Recent evolutions in technology and the opportunities these provide for recruitment
  - Best practices in use of e-recruitment and internet based applications
  - The challenges and benefits of the use of web 2.0 and social media (Linkedin, Twitter etc) including proximity apps such as Foursquare for push and pull recruitment purposes

13:00 – 13:45 Lunch and Discussion

13:45 – 14:30 Delivering on the Deal

- Planning for engagement and retention of recruited employees – ensuring the promised job and organisational benefits are delivered
- The key drivers of engagement and retention which are common to different demographics / psychographics, and how these can also vary according to individual
- The increasing need to personalise the offer to appeal to diverse motivations

14:30 – 14:45 Afternoon Refreshment

14:45 – 15:45 The Future of the Recruiting Function

- Reviewing options for delivering services to meet organisational recruitment needs
- Developing recruiting as a business partner
- Identifying measures and metrics to support recruitment processes including recommendations on best practice and best fit metrics

15:45 – 16:00 Conclusions and Actions