

Product Specification: EIN

Essential Guide to Graduate Recruitment

Overview

Graduate recruitment has always been a hot topic in the world of talent acquisition and management, but as we emerge from the global economic crisis, the war for the best graduate talent has never been more heated. Employers are battling to source graduates with the right skills and knowledge to service UK Plc's future growth, whilst young people have an increasing amount of choice in their early careers, from apprenticeships to sponsored degree programmes and – of course – university.

This training course will equip you with the knowledge that you need to be able to establish a new graduate programme, scale up an existing programme or re-focus your programme for excellence.



Learning Outcomes

By the end of the course you will:

- Align your programme to your organisation's talent strategy
- Effectively plan your campaign
- Define your candidate attraction strategy
- Determine your assessment and selection process
- Get the right delivery mechanisms (in-house, outsourced, technology, line management support, sponsorship)
- Manage your budget (controlling volumes, planning contingency, creating a business case for investment)
- Successful offer management and on-boarding

Symposium Training Contact Details

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Sample Programme

09:15 – 09:45 Registration and Coffee

09:45 **Welcome, Introductions, Agenda and Objectives**

- 10:15 **Why are you recruiting graduates?**
- What you should be asking
 - How does this requirement align to your organisation's talent strategy?
 - Sponsorship – what level and how real is it?

- 10:45 **Planning your Campaign**
- What might you consider when planning your campaign?
 - Project management for recruitment campaigns
 - Campaign modelling

- 11:15 **Defining your Candidate Attraction Strategy**
- Campus attraction
 - Online media
 - Social media and brand advocacy
 - Publications and awards

12:30 Lunch and Discussion

- 13:15 **Determining your Assessment and Selection Process**
- Setting minimum criteria for entry
 - Application process – form, CV etc.
 - Screening
 - Testing / online screening
 - Interviewing – video, telephone and face-to-face
 - Assessment centres

- 14:45 **Delivery Mechanisms**
- In-house delivery
 - Outsourcing
 - Blended delivery (in-house, outsourced – and how to work together effectively)

- 15:45 **Budget Management**
- Basic principles
 - Controlling application and assessment volumes
 - Making the business case for investment

- 16:15 **Offer Management and Onboarding**
- How to keep your candidates warm and engaged
 - How to ensure minimal "no-shows"