



London TDM

## HR Training Courses

**Course Venue:** United Kingdom - London

**Course Date:** From 12 April 2026 To 16 April 2026

**Course Place:** London Paddington

**Course Fees:** 6,000 USD

## Introduction

In today's competitive job market, establishing a strong employer brand is essential for attracting and retaining top talent. This five-day professional course on "Employer Branding and Talent Attraction" will equip HR professionals, managers, and business leaders with the strategic insights and practical tools necessary to build and promote a compelling employer brand that resonates with potential candidates and aligns with the company's core values.

## Objectives

- Understand the fundamentals and significance of employer branding.
- Identify and articulate unique employer value propositions.
- Develop and implement effective talent attraction strategies.
- Enhance employer brand visibility through digital and social channels.
- Measure and optimize employer branding and recruitment efforts.

## Course Outlines

### Day 1: Introduction to Employer Branding

- Definition and importance of employer branding.
- Current trends and challenges in talent attraction.
- Components of a strong employer brand.
- Case studies of successful employer brands.
- Interactive group activity: Mapping your company's brand identity.

### Day 2: Crafting Your Employer Value Proposition (EVP)

- Defining and developing a unique EVP.
- Aligning EVP with organizational goals and culture.
- Identifying key attributes that attract top talent.
- Communicating EVP effectively to prospective employees.
- Workshop: Crafting your company's EVP statement.

### Day 3: Strategic Talent Attraction

- Effective recruitment marketing strategies.
- Leveraging data and analytics in recruitment.
- Building talent pipelines and talent pools.
- Engaging with passive candidates.
- Role-play activity: Designing a recruitment campaign.

### Day 4: Digital Branding and Social Media

- Utilizing social media platforms for branding.
- Content strategies to enhance brand visibility.
- Employer branding on LinkedIn, Glassdoor, and other platforms.
- Managing online reviews and employer reputation.
- Hands-on project: Creating a digital branding strategy.

## **Day 5: Measuring and Optimizing Employer Branding**

- Key metrics for evaluating employer brand success.
- Tools and techniques for continuous improvement.
- Aligning recruitment data with business outcomes.
- Feedback and survey techniques for insights.
- Course wrap-up and action planning for participants.