



Creating the “Wow!” Factor

Optimizing the Candidate Experience & Advancing Your Firm’s Employment Brand®

Course Overview: With unemployment hovering at historic lows, competition for talent has never been keener. It’s a “seller’s market,” and when it comes to selecting an employer, talented candidates with specialized skills have many options. In order to effectively compete for talent, employers must do the following: A) Deploy a bonafide game-plan that allows them to consistently and intelligently convey their organization’s talent brand in a manner that will resonate with all candidate prospects; B) Creatively and reliably articulate their firm’s compelling story and culture in a manner that meaningfully aligns with candidate motivators; C) Ensure that selling message continuity exists throughout the recruitment lifecycle and is thoughtfully and reliably communicated by associates and leaders; D) Design and execute a definitive communication and engagement strategy that results in a tremendous candidate experience and yields more quality hires.

Creating the “Wow!” Factor is a comprehensive program that addresses critical candidate engagement and employment branding strategies that translate to greater recruiting success. *Creating the “Wow!” Factor* directly helps organizations to consistently distinguish themselves as employer’s of choice to all candidate prospects throughout the hiring process.

Who Should Attend: *Creating the “Wow!” Factor* has been designed for Recruiting & Human Resources Professionals & Hiring Authorities who have a vested interest in elevating their firm’s employment brand identity, and optimizing candidate engagement strategies. This course delivers an array of pragmatic approaches that are designed to enhance candidate-facing communications, and that result in a significantly better candidate experience.

Program Learning Objectives: *Creating the “Wow!” Factor* will enable you to:

1. Audit your organization’s candidate engagement process and evaluate and measure candidate experience outcomes;
2. Understand key employment branding mechanisms and considerations;
3. Formulate a strategic communications plan that enhances candidate engagement and results;
4. Proactively monitor and respond to social media feedback that can impact your employment brand;
5. Identify and leverage new talent branding and selling messages that will resonate with candidate prospects;
6. Appreciate the correlation between your firm’s employment brand/employee value proposition, and candidate employment motivators.
7. Build dynamic talent branding and communications collateral that consistently serve to distinguish your organization as a top-tier employer.

Price & Program Duration: *Creating the “Wow!” Factor* is a 3 hour program and is priced at \$425.00. This course is worth 3 HRCI CEU’s.

Program Format: This is a Live, Instructor-Led Program that is facilitated online. This course is extremely interactive, and contains numerous case studies to include employment branding work that we’ve completed for Fortune 500, and medium/small businesses. Tuition includes a comprehensive program workbook and access to program-specific tools/templates.

Program Summary: If you are looking for a terrific program that will help you to elevate current employment branding and candidate engagement initiatives, or are seeking to devise and deploy a coherent plan to differentiate your firm in the eyes of candidate prospects, this is the course for you. Upon program completion you will have greater clarity regarding immediate steps and activities that can help your firm attract, engage, and more successfully hire top talent.



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