



HUMAN RESOURCES TRAINING

Modern Recruitment: Sourcing, Employer Brand and Selection Technology

3 day course

Classroom, online or in-house

Course overview

Recruitment has shifted from advertising a vacancy and waiting to actively finding people who were not looking, and the organisations that have not adjusted are competing for whoever applies. This course covers the current practice. Delegates work through employer brand and the candidate value proposition, direct sourcing through professional networks and referral, and building a talent pipeline before a vacancy exists. Applicant tracking and selection technology are covered practically, including what automated screening does to a candidate pool. The course addresses recruiting across African markets where qualification verification is difficult, and closes on measuring recruitment by quality of hire rather than time to fill.

What you will learn

- Build an employer brand and candidate value proposition that is true
- Source directly through networks and referral rather than waiting for applications
- Build a pipeline before the vacancy exists
- Use applicant tracking and screening technology without narrowing the pool wrongly
- Verify qualifications where verification is difficult
- Recruit across borders and for scarce technical skills
- Measure recruitment on quality of hire rather than time to fill

Who should attend

- Talent acquisition and recruitment professionals
- Human resources managers
- Hiring managers in competitive skill markets
- Employer brand and internal communications staff
- Recruitment agency consultants

Course outline

- 01 How recruitment has shifted, and who has not adjusted
- 02 Employer brand and a value proposition that is true
- 03 Direct sourcing and referral
- 04 Building a pipeline ahead of the vacancy
- 05 Applicant tracking and automated screening
- 06 Qualification verification in African markets
- 07 Cross border and scarce skill recruitment
- 08 Measuring quality of hire

Upcoming dates

Dates	Venue	Format	Fee per delegate
30 September to 2 October 2026	Online	Online	R6,500
7 to 9 October 2026	Accra, Ghana	Classroom	USD 995
4 to 6 January 2027	Dar es Salaam, Tanzania	Classroom	USD 995
25 to 27 January 2027	Casablanca, Morocco	Classroom	USD 995



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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