MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

CERTIFIED RECRUITMENT AND SELECTION PROFESSIONAL

"Mastering the Science and Strategy of Attracting, Evaluating, and Hiring Top Talent"

Schedule

Date	Venue	Fees (Face-to-Face)
13 – 17 Jul 2026	Dubai, UAE	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Recruitment and selection are among the most critical functions of Human Resources, directly impacting an organization\'s culture, performance, and growth. In a competitive labor market, HR professionals must move beyond traditional hiring practices to adopt strategic, competency-based, and inclusive approaches.

This certified program equips participants with the advanced knowledge and tools to design and implement end-to-end recruitment processes—from workforce planning and employer branding to interviewing, assessment, and onboarding—ensuring the best talent fit while minimizing legal and operational risks.

Objectives

By the end of this course, participants will be able to:

- Develop strategic recruitment plans aligned with business needs
- Design competency-based job descriptions and candidate profiles
- Apply effective sourcing and employer branding techniques
- Conduct structured, bias-free interviews and assessments
- Enhance the candidate experience and streamline onboarding

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Why Attend

- Elevate your talent acquisition function with strategic hiring practices
- Gain practical tools to attract, screen, and select high-performing candidates
- Learn how to avoid common hiring mistakes and reduce turnover
- Improve legal and ethical compliance in the hiring process
- Achieve certification that validates your recruitment expertise

Target Audience

This program is designed for:

- HR and talent acquisition professionals
- Recruitment officers and staffing consultants
- HR business partners and generalists
- Line managers involved in hiring decisions
- Individuals seeking professional certification in recruitment

Individual Benefits

Key competencies that will be developed include:

- Workforce planning and vacancy analysis
- Sourcing strategy development and channel management
- Interviewing and candidate assessment techniques
- Onboarding process design and execution
- Legal and ethical hiring practices

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Higher recruitment effectiveness and reduced time-to-fill
- Stronger employer brand and candidate engagement
- Improved talent quality and cultural alignment
- Better hiring decisions through structured evaluation methods
- Enhanced legal compliance and reduced hiring risk

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Workforce trends, recruitment metrics, legal landscape
- Case Studies – Successful talent acquisition campaigns and challenges
- Workshops – Job profile creation, interview simulations, sourcing plans
- Peer Exchange – Industry-specific hiring comparisons and challenges
- Tools – Job description templates, scoring rubrics, candidate checklists

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Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Strategic Talent Acquisition Framework

- Module 1: Workforce Planning and Talent Gap Analysis (07:30 – 09:30) • Linking recruitment to organizational goals
- Module 2: Job Analysis and Role Profiling (09:45 – 11:15) • Competency frameworks and JD development
- Module 3: Employer Branding and EVP (11:30 – 01:00) • Positioning the organization to attract talent
- Module 4: Workshop – Create a Strategic Recruitment Plan (02:00 – 03:30) • Define sourcing approach and metrics

Day 2: Sourcing and Screening

- Module 5: Sourcing Channels and Recruitment Marketing (07:30 – 09:30) • Job boards, referrals, social media, agencies
- Module 6: Resume Screening and Shortlisting Criteria (09:45 – 11:15) • Red flags, AI tools, automation
- Module 7: ATS and Recruitment Technology (11:30 – 01:00) • Using applicant tracking systems efficiently
- Module 8: Workshop – Build a Sourcing Matrix (02:00 – 03:30) • Channel selection and cost-benefit analysis

Day 3: Interviewing and Candidate Evaluation

- Module 9: Behavioral and Competency-Based Interviewing (07:30 – 09:30) • STAR method, question banks, scoring rubrics
- Module 10: Assessment Centers and Testing (09:45 – 11:15) • Case studies, simulations, psychometric tools
- Module 11: Bias-Free Hiring and Diversity Considerations (11:30 – 01:00) • Unconscious bias, inclusive questioning
- Module 12: Workshop – Conduct a Structured Interview Simulation (02:00 – 03:30) • Pair/group role-plays

Day 4: Final Selection and Offer Process

- Module 13: Reference and Background Checks (07:30 – 09:30) • Compliance, verification steps
- Module 14: Making the Offer and Negotiation (09:45 – 11:15) • Salary benchmarking, counteroffers
- Module 15: Preboarding and Onboarding Best Practices (11:30 – 01:00) • First impressions, induction timelines
- Module 16: Workshop – Draft an End-to-End Hiring Workflow (02:00 – 03:30) • From requisition to onboarding

Day 5: Metrics, Compliance, and Continuous Improvement

- Module 17: Recruitment Metrics and Reporting (07:30 – 09:30) • Time-to-hire, quality-of-hire, funnel ratios
- Module 18: Recruitment Policies and Legal Issues (09:45 – 11:15) • Equal opportunity, data privacy, audit readiness
- Module 19: Final Capstone – Recruitment Process Improvement Plan (11:30 – 01:00) • Identify gaps and innovations
- Module 20: Wrap-Up and Certification Assessment (02:00 – 03:30) • Review key learnings and issue certificates

Certification

Participants will receive a Certificate of Completion as a Certified Recruitment and Selection Professional, validating their capabilities in talent acquisition, structured interviewing, and hiring process optimization.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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