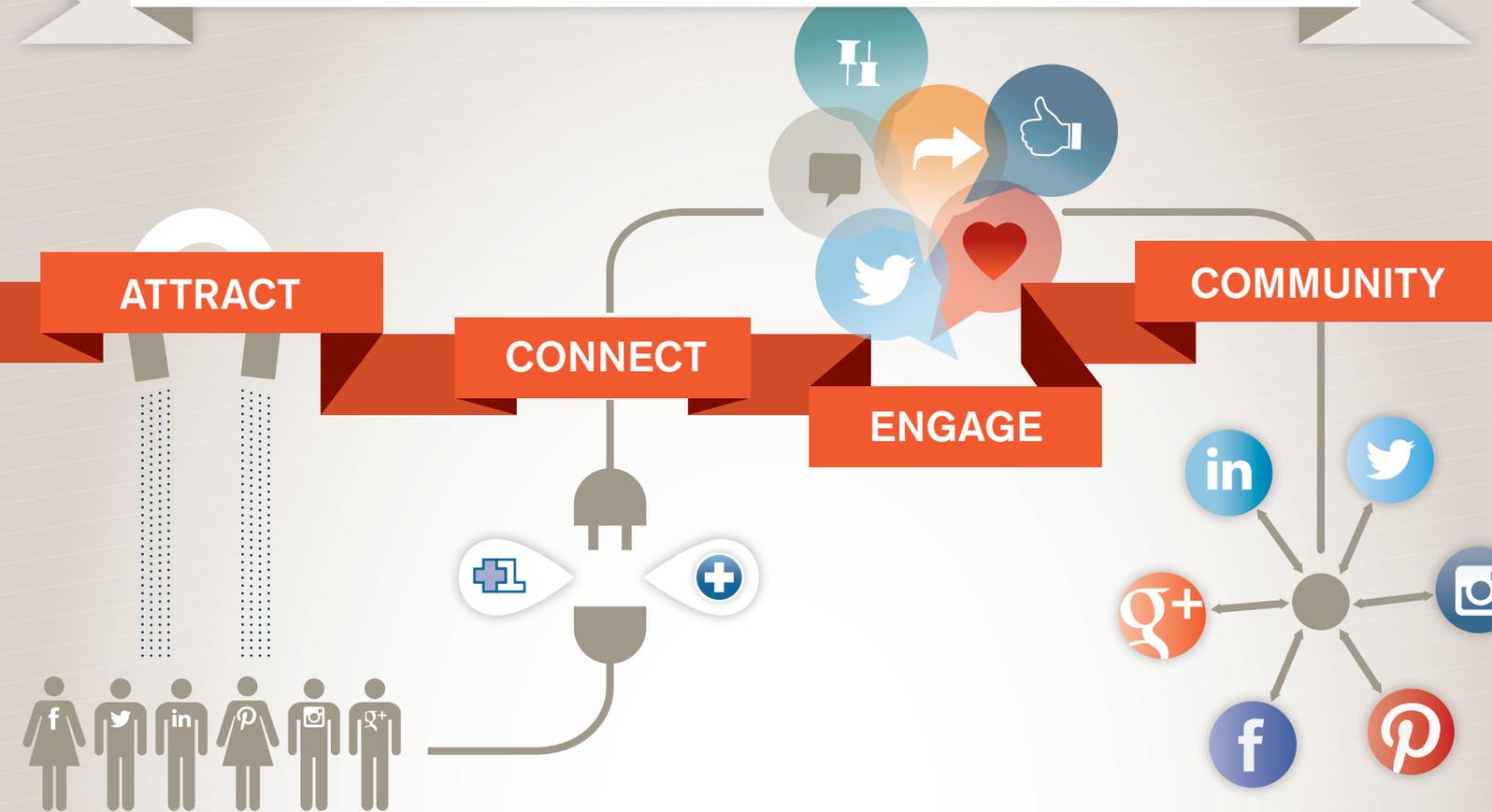


SOCIAL RECRUITING FOR SUCCESS



Sourcing the right candidates is a priority for most businesses. Keeping up with the ever-changing market, and being where your candidates are, is part of ensuring you're ahead of your competitors when it comes to successful recruiting.

The Social Recruiting for Success One-Day Workshop provides you with practical skills and techniques to build your business case, curate valuable content, build your employer brand and execute a strong, resilient and manageable social recruiting model for your business.

WHO SHOULD ATTEND?

The one-day Workshop has been designed for HR and/or Recruitment Managers and professionals, who are responsible for the recruitment and sourcing functions in their organisations.

WORKSHOP AGENDA

Building the foundation

- Why use Social Recruiting?
- Where are your candidates?
- What will success look like?
- How will you measure your success?
- Who will support your efforts?
- Working through your objectives

Selecting the right social platforms

- Know your audience
- Ask, listen and engage
- Build your community

Educate & Engage: Preparing your business for social interaction

- Building a socially aware organisation to support your efforts
- Build an effective business case for change
- Find and engage your internal advocates
- Curating content for the long term

Preparing your social recruiting for full integration & execution

- Working through your process and touch points
- Getting social

Manage, Measure, Monitor

- The world of online tools for measuring success
- Manage & build your team's capabilities
- Security and risk mitigation

WORKSHOP FORMAT AND MATERIALS

Format

Interactive classroom environment (please bring a laptop with you).

Materials

You will be provided with a workbook that outlines all content covered during the workshop, as well as providing you with resources for ongoing learning.

Food and drinks

Lunch and light refreshments are provided on the day.

Participants

Each workshop has a minimum of 4 participants and a maximum of 10 participants to ensure that there is time for discussion, questions and personal attention during the course of the day.

TRAINER — SUZANNE CHADWICK

With over 15 years' experience in the recruitment industry, Suzanne is now the Digital & Sourcing Innovation Manager for Hudson RPO, Asia Pacific.

Suzanne started her social recruiting journey in 2006 in the UK and currently works with our RPO onsite solutions as well as external clients. Key focus areas include building, engaging and understanding the businesses hiring needs to develop successful candidate sourcing strategies.

WHAT'S NEXT?

Once you've completed the workshop, you'll receive **an hour of free consulting support** either remotely or in person to help you implement everything that you've learnt. You'll also have **access to an invite only "Social Recruiting for Success" LinkedIn group** to share knowledge, experiences and ask questions of fellow workshop participants. Remember it's about building community, accessing information and being supported.

HOW TO BOOK

[Click here](#) to book in for your one-day course in your local city.

Cost

\$900 + GST per person (discounts are available for multiple attendees from the same organisation).

For more information or to discuss details of the workshop further, please contact **Suzanne Chadwick**:

✉ suzanne.chadwick@hudson.com

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Find me and connect to ask any questions regarding this workshop!

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