



LinkedIn for Recruitment Training Course Brochure

1 Day Practical Workshop



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The Right Fit.....For You

This brochure will outline how we can help you to attract the best quality candidates, link to other platforms and become familiar with LinkedIn's more advanced features.

Our 1-day LinkedIn for Recruitment course is designed to show learners how take a best practice approach to attracting the best quality candidates, by building their personal brand; promoting their company's culture; using LinkedIn advanced search, groups and paid solutions. Each learner will leave the course with the information and tools they need to develop a social recruiting strategy.

This course is very practical and interactive. If possible each learner should have access to a laptop and LinkedIn account on the day so they can work through exercises and practice using the various LinkedIn features covered during the course. Each learner will leave the course with actionable steps that they can implement straight away.

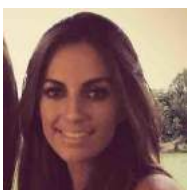
Below you will find a proposed course outline detailing what would be covered on a one-day session.

Our trainer will work directly with you before the course to get your input and tailor the course to focus on the content most relevant to the group.

Our trainers will also work with you before each course to get your input and tailor the content as needed.

"Everyone thought Andrew was great and the course really developed their skills as internal trainers."

Dearbhla Casey, HR Manager, Irish Country Meats



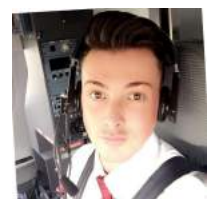
"We are all very happy with the training carried out last week & will definitely be in contact in the future"

Aoife O'Rourke, Key Account Manager, Tool & Plastic



"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."

Jonathan Latimer, Fleet Training Instructor, City Jet





Why Choose DCM Learning

At DCM Learning we have a strong culture of working in long-term relationships with our clients. Although it's a bit of a cliché, we strongly believe that our client relationships are partnerships and that's the best way for our clients to get the best results.

Specific reasons to choose DCM:



Support: 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



Experienced: We have many years' experience providing customised training programmes for small and large companies. Last year, we delivered onsite training with 521 companies.



Excellent Trainers: Our trainers combine professional training know-how with relevant experience in their chosen training field



Quality Assured Training: Make sure you Safeguard Your Training Investment. DCM offer courses accredited by the following national and international certification bodies.



You're in Good Company

We work with small and large companies, individuals, Government Agencies, Universities and blue chip companies such as Google, AIG, Glaxo Smith Kline, and Symantec, so you can have confidence in our ability to deliver the results you want to achieve.





LinkedIn for Recruitment Training

COURSE OVERVIEW

This course has been designed to teach you how to exploit the features of LinkedIn to suit your purpose, your services, your clients and operating methods. During the course we will look at best practice approach to attracting the best quality candidates by building your personal brand; promoting your company's culture; using LinkedIn advanced search, groups and paid solutions. Each learner will leave the course with the information and tools they need to develop a social recruiting strategy.

The course is very practical and interactive. If possible each learner should have access to a laptop and LinkedIn account on the day so they can work through exercises and practice using the various LinkedIn features covered during the course.

LEARNING OUTCOMES

By the end of the course each learner will:

- Use LinkedIn to connect with the local business community via individuals and groups
- Be able to narrow down suitable candidates using the Advanced Search and other tools
- Use Groups as an interactive and targeting tool
- Identify the key elements of building a social recruiting strategy
- Understand the key tools to aid social recruitment

TOPICS COVERED

- Techniques for recruiting with LinkedIn
- Promoting your brand; Referral Recruitment; LinkedIn advanced search, groups and paid solutions;
- Understanding metrics and measurement in social recruitment
- Social Recruitment case studies
- Creating a Social Recruitment strategy



Louise Bunyan

Training Associate

Louise is a digital marketing consultant, trainer and manager with a specialism in employer brand and talent attraction campaigns. Louise is committed to helping people and organisations use digital and social media technologies to connect, build relationships and improve businesses activities.

Louise is an internationally experienced results-driven digital marketing trainer with a diverse background. Louise works with a wide range of businesses of all sizes across all industries to audit their online presence and to create a practical online strategy to win more customers. She also has a passion for employer branding, recruitment marketing and talent acquisition.

Louise's areas of expertise include Digital Marketing, Google AdWords, Social Media Marketing, LinkedIn, Google Analytics, Instagram, Facebook and Twitter.

Some of Louise's qualifications and affiliations include:

- Post Graduate Diploma, Creative Digital Marketing, UCC
- BA in Media and Communications, University of Limerick
- Post Graduate Diploma, Public Relations and Event Management, Fitzwilliam Institute
- Winner of Best Marketing & Communications Blog 2016 from Blog Ireland Awards
- Train the Trainer, QQI/FETAC



Inhouse Training, One Size Doesn't Fit All.

Does your team need training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

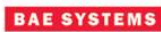
Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
Cost	€1,095 per day	€995 per day	€895 per day
Materials	Included	Included	Included
Travel Expenses	Included	Included	Included
Areas Covered	All Counties	All Counties	All Counties
Customisation	Course Customised	Course Customised	Course Customised
Survey	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
Account Management		Dedicated Account Manager	Dedicated Account Manager
Free Public Course		1 Free Place	3 Free Places
Public Course Discount		15%	25%



Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the
right course**

DUBLIN

- ☎ 01 5241338
- ✉ dublin@dcmlearning.ie
- 📍 Guinness Enterprise Centre

CORK

- ☎ 021 2429691
- ✉ cork@dcmlearning.ie
- 📍 Atrium Business Centre
Blackpool Business Park

DROGHEDA

- ☎ 041 9865679
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Co. Louth