

The background of the image features a woman with long hair looking down at her smartphone. A large, semi-transparent red triangle is positioned on the left side of the image, containing the title text. Overlaid on the entire scene is a faint, light-grey grid pattern.

# LinkedIn for Recruitment Training Course Brochure

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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.

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

Dearbhla Casey, HR Manager, Irish Country Meats



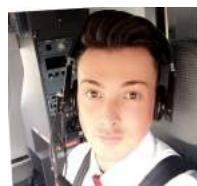
"We are all very happy with the training carried out last week & will definitely be in contact in the future"

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.



European  
Qualifications  
Framework

## 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 have 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	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.



BAE SYSTEMS

CONCERN  
worldwide

XILINX  
ALL PROGRAMMABLE™

Google

Symantec

glanbia

BORD GÁIS

UnitedDrug

Groupon

powerni  
your kind of energy

firmus  
energy

Microsoft

Houses of the  
Oireachtas  
Títhe an Oireachtas

IBM

ifii  
Iascach Intíre Éireann  
Inland Fisheries Ireland

Simon  
Community

An Roinn Sláinte  
DEPARTMENT OF HEALTH

Comhairle Contae Fhine Gall  
Fingal County Council

NSAI

UCD  
DUBLIN

CRH

KERRY  
FOODS

ORACLE

Pfizer



**Set your career on the  
right course**

**DUBLIN**

- 01 5241338
- [dublin@dcmlearning.ie](mailto:dublin@dcmlearning.ie)
- Guiness Enterprise  
Centre

**CORK**

- 021 2429691
- [cork@dcmlearning.ie](mailto:cork@dcmlearning.ie)
- Atrium Business Centre  
Blackpool Business Park

**DROGHEDA**

- 041 9865679
- [drogheda@dcmlearning.ie](mailto:drogheda@dcmlearning.ie)
- 24 Laurence Street  
Co. Louth