

# Live Webinar

## Attracting Talent through Social Media

Effective and creative strategies for hiring top talent through Social Media.

### Purpose of the programme

Employers struggle every day to win “the war for talent”. In these challenging times, companies need to use all means available to them to attract the right talent. Social Media is proving to be a powerful tool that unlocks the possibility of reaching talented candidates faster and more effectively than ever before. However, just having a presence on LinkedIn, Facebook and Twitter is not enough. Social Media needs to be an integral part of the recruitment strategy and to be utilized strategically in order to unleash its full potential.

The purpose of this 2-hour live webinar is to introduce effective and creative methods for incorporating Social Media into your company’s recruitment strategy and to share ideas and best practices on how to identify, attract and approach top talent through Social Media Platforms.

### Programme Objectives

By the end of this webinar, you will:

- Be able to develop an effective Social Media strategy for your recruitment efforts and stand out from the competition.
- Understand how to build and promote your Employer Brand and culture through Social Media.
- Gain useful tips and insights and learn best practices on how to utilize Social Media to identify, attract and approach top talent.
- Learn how to use simple, quick and targeted online methods that can have a highly positive impact on your recruitment results.

### Who will benefit from this programme:

Business owners, managers, recruiters and human resources professionals who are involved in recruitment.

### Q&A Session:

Throughout the live webinar session the participants will be able to submit questions to the trainer, which will be answered at the end.

**Trainer:** Marisa Ieridou, BSc (Hons) Psychology, MSc Human Resource Management and Organizational Analysis, Assoc. CIPD, ACyHRMA

Marisa has extensive experience in recruitment and in her current role is responsible for sourcing, screening, interviewing and selecting strong candidates for the company’s clients. Marisa has designed and delivered training courses on recruitment methods, Employer Branding and social media in recruitment. Furthermore, she has developed a Business Manual on Employer Branding.

**Date:** 2 November, 2017 **Time:** 11:00-13:00 CY (GMT+3) / 9:00-11:00 UK (GMT+1)

**Participation Cost:** €50.

**Language:** The webinar will be delivered in English.

**Participation:** Register to the webinar by filling out the form below. We shall be sending a link to the webinar to all participants closer to the date. **Only 100 seats available!**

For registration to the webinar “Attracting Talent Through Social Media”, please call us at T: 22 660 006 or, complete and return the below form by F: 22 661 222 or E: [team@powerimageservices.com](mailto:team@powerimageservices.com)

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**Payment Terms:** The investment fees for each participant are to be settled prior to the start of the seminar, by cheque in favour of POWERIMAGE SERVICES LTD, or by bank transfer. By signing the above form you are committed for the full settlement of the fees prior to the date of commencement of the seminar.

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**Cancellation Policy:** Last day for cancelling and return of funds/no invoicing, is three (3) working days prior to the date of commencement of the seminar. In any other case the programme will be invoiced and there will be no return of funds.

PowerImage Services Ltd reserves the right to change the date and the time of a seminar, or cancel it should there be no substantial participation, or for any other unforeseen reason that will attribute to the non practical conduct of it.

PowerImage Services Ltd is committed to confidentiality of the personal data information of the participants.