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**Dear Valued Client,**

Greetings from Business Maker Academy, Inc.----a training center for business, finance, human resources & leadership that has served more than 150,000 clients since 2003 and is an accredited learning institution of the Civil Service Commission (CSC) & PHILGEPS.

You are cordially invited you to attend our training program on:

**DIGITAL RECRUITMENT & COMPANY REPUTATION MANAGEMENT**

Date: \_\_\_\_\_  
Time: \_\_\_\_\_

Attached below are the Registration Form & the Course Brochure. We look forward to a fun and rewarding learning experience with you. Feel free to contact us for any questions or clarifications.

Thank you very much,  
BMA Management

**REGISTRATION FORM**

Please submit via: Email to [info@businessmaker-academy.com](mailto:info@businessmaker-academy.com) | Viber: (0912) 2231826

Booking Officer Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Company: \_\_\_\_\_  
Company TIN: \_\_\_\_\_  
Industry: \_\_\_\_\_  
Tel No: \_\_\_\_\_  
Cel No: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Total Number Attendee(s) for Enrollment: \_\_\_\_\_  
Note: Please indicate full name below:

Attendee 1: \_\_\_\_\_  
Cel No: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Attendee 2: \_\_\_\_\_  
Cel No: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Attendee 3: \_\_\_\_\_  
Cel No: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Attendee 4: \_\_\_\_\_  
Cel No: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Attendee 5: \_\_\_\_\_  
Cel No: \_\_\_\_\_  
Email Address: \_\_\_\_\_

*(More than 5 participants, pls attach extra sheet)*

Would you like to request for billing statement?  Yes  No  
How did you find us? \_\_\_\_\_  
Use Promo Code: \_\_\_\_\_

**ENROLLMENT DETAILS**

**SCHEDULE:**

- Pls visit <https://businessmaker-academy.com/training-schedule/>

**WEBINAR:**

- Duration: 2 sessions x 4 hrs.
- Time: AM Sched: 8:30am to 12:30pm  
PM Sched: 1:30 to 5:30 pm
- Venue: Zoom

**SEMINAR:**

- Duration: 2 days x 8 hrs
- Time: 9am to 5pm
- Venue: 1503A West Tower, Tektite Bldg, Exchange Rd., Ortigas Center, Pasig City Philippines

**TRAINING FEE:**

- Webinar Fee = Php 4500+VAT
- Seminar Fee = Php 8500+VAT

**MODE OF PAYMENT:**

- Bank Deposit:  
Account: Business Maker Academy, Inc.  
BPI SA# 4013-0306-64  
BDO SA# 000-280-622-422  
Landbank CA# 3732114830
- Paypal: pls contact us
- Dragonpay: pls contact us
- Gcash: pls use QR code below



**BUSINESSMAKER ACADEMY & HR CLUB PHILIPPINES**



## DIGITAL RECRUITMENT & COMPANY REPUTATION MANAGEMENT

“How to Hire the Best and Build Up Your Reputation Via Online Tools & Sources”

**Seminar:** 2 days x 8 hrs. (total of 16 hrs)

**Webinar:** 2 sessions x 4 hrs. (total of 8 hrs)

### COURSE DESCRIPTION:

Finding the best talents entails digital recruitment and marketing skills. It goes beyond job postings on various platforms – from job boards to social media. Rather, it tackles how we also make the most out of digital technology to cover the entire recruitment process from start to finish. This course explores different avenues where the recruitment officer can find, attract and reach their target job applicants. It gives you the know-how to use online tools, create recruitment campaigns to win the talent war. Don't be left behind, learn important skills to hire the best people and manage your company's reputation for better recruitment.

### WHO SHOULD ATTEND:

Recruitment Managers and Officers, Recruitment Agencies Head Hunters, HR Managers, Broker & Agent Liaisons Officers, Talent Managers or any person who is responsible for finding and hiring employees and agents for their company.

### PERFORMANCE OBJECTIVES:

Upon completion of this course, participants should be able to use digital tools and platforms to attract and recruit quality job candidates, as well as manage the organizations' employer reputation in social media.

### LEARNING OBJECTIVES:

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

- Recognize the advantage of digital recruitment to effectively attract the modern workforce
- Leverage various online and social media tools for recruitment
- Explore online platforms features and functions for recruitment
- Establish and manage your personal recruiter brand for better recruitment
- Manage your company's reputation as an employer in social media

### COURSE TOPIC HIGHLIGHTS:

1. Digital Recruitment Trends
2. Benefits of a Fully Digital Recruitment Process
3. Building a Robust Digital Recruitment Strategy
4. Digital Recruiting Best Practices
5. Digital Recruitment Platforms
6. Online Jobsite Platforms
7. Social Media Platforms
8. Best Practices in Social Media Recruitment
9. Content Planning and Production
10. Measuring Effectivity and Success
11. Building a Recruiter Brand
12. Leveraging on Your Employer Brand
13. Candidate Experience
14. Best Practices for Engagement
15. Reputation Management and Planning
16. Crisis Prevention and Problem-Solving
17. Common Problems and Solutions Plan
18. Building Your Social Media Crisis Management Plan

### TRAINING INCLUSIONS:

- Live Webinars are conducted via Zoom and includes eCertificate of Completion. Printed Certificates may be requested with minimal processing fee of Php100 plus shipping fee.
- Live Seminars are conducted at BMA Training Center and includes: Certificate of Completion, Seminar Kit, Meals and Drinks. Plus: non-transferable one-time refresher seminar session within one year.

## BUSINESSMAKER ACADEMY & HR CLUB PHILIPPINES

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