Course : Optimizing Your Employer Brand with Generative AI and AI Agents

Use AI to drive your strategy for candidate attraction, engagement, and experience

Practical course - 2d - 14h00 - Ref. MFD

Price : 1380 € E.T.

NEW

Artificial intelligence is profoundly transforming HR communication, recruitment, and employer branding practices. Beyond automation, it now enables you to personalize interactions, enhance the candidate and employee experience, optimize content creation, and manage your employer reputation in real time. This training course provides you with a practical methodology for integrating generative AI and AI agents into your employer branding strategy while preserving the authenticity of your corporate culture and addressing ethical and regulatory challenges.

Teaching objectives

At the end of the training, the participant will be able to:

- Assessing the performance and perception of your employer brand using analytical tools and generative AI
- Develop a customized employer branding and content strategy tailored to the targeted candidate profiles
- Implement inbound recruiting and candidate experience solutions enhanced by generative AI and AI agents
- Identify and address biases, regulatory risks, and limitations of AI systems used in human resources
- Develop an operational action plan that incorporates AI to enhance talent attraction, engagement, and retention

Intended audience

HR managers, recruitment managers, employer branding managers, HR communications managers, talent acquisition managers, HR business partners, human resources directors, internal communications managers, HR consultants, and anyone involved in enhancing the company's appeal and the candidate experience.

PARTICIPANTS

HR managers, recruitment managers, employer branding managers, HR communications managers, talent acquisition managers, HR business partners, human resources directors, internal communications managers, HR consultants, and anyone involved in enhancing the company's appeal and the candidate experience.

PREREQUISITES

None

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

Prerequisites

None

Practical details

A mix of methodological instruction, demonstrations, and feedback. Case studies based on real-world professional situations. Collaborative workshops, individual exercises, and work in pairs and small groups. Sharing of best practices and personalized guidance from the instructor.

Course schedule

1 Assessing Your Employer Brand in the Age of AI

- Analyzing the fundamentals of employer branding and how they are evolving with generative AI
- Assess the company's reputation through candidate feedback, employee feedback, and social media
- Leverage AI tools to analyze verbatim transcripts, internal surveys, and feedback
- Implement an AI-powered monitoring and social listening system to track employer reputation in real time
- Prioritize areas for improvement based on quantitative and qualitative indicators

Hands-on work

Conducting a rapid employer brand audit based on a real-world business case. Collective analysis of user comments from review platforms and social media using generative AI tools. Developing an employer reputation monitoring dashboard that incorporates social listening metrics. Work in small groups to identify strengths, pain points, and opportunities for improvement. Presentation of findings and group debriefing.

2 Customizing Employer Communications Using Generative AI

- Define candidate personas based on professional, behavioral, and generational data
- Segment audiences based on candidates' expectations, motivations, and career paths
- Create distinctive messages tailored to each target audience
- Generate personalized content tailored to each distribution channel: LinkedIn, career site, newsletter, video, email, or chatbot
- Adapt the tone, format, and arguments using advanced prompting techniques

Hands-on work

Working in pairs to create candidate personas for various job roles. Designing a customized communication matrix. Using generative AI tools to produce multiple content variations tailored to different profiles. Critically analyzing the results and optimizing the prompts.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

3 Building an AI-Native Inbound Recruiting Strategy

- Developing a Talent Acquisition Strategy Based on Content Creation
- Identify the most effective formats based on platforms and target audiences
- Creating high-value content with the help of generative AI
- Organize an AI-powered editorial calendar
- Measuring the impact of initiatives to enhance the region's appeal using appropriate indicators

Hands-on work

Group case study on a complex recruitment challenge. Development of an inbound recruiting strategy incorporating content, channels, and AI tools. Creation of a three-month editorial calendar. Presentation of strategies and sharing of best practices.

4 Improving the Candidate and Employee Experience with AI Agents

- Identify relevant uses of AI agents in HR processes
- Design an HR chatbot to answer frequently asked questions from candidates and employees
- Automate certain interactions while maintaining the quality of the user experience
- Customize onboarding, internal communication, and employee development programs using AI
- Develop talent engagement and retention strategies based on an analysis of employee expectations and personalized interactions

Hands-on work

Workshop on designing an HR chatbot. Group work to define use cases, dialogue scenarios, response rules, and performance metrics. Simulated scenarios covering the candidate journey, onboarding, and employee communication. Development of an AI-powered employee retention program incorporating personalized communications, engagement surveys, and recommendations for HR actions. Analysis of the observed benefits and limitations.

5 Securing and Managing Your AI-Enhanced Employer Branding Strategy

- Identify algorithmic biases that may affect HR content and practices
- Identify stereotypes based on gender, origin, age, or culture in the generated content
- Incorporate the requirements of the GDPR, the European AI Act, and the principles of responsible AI
- Implement an AI-powered monitoring and social listening system
- Developing a Deployment Roadmap Tailored to Your Organization

Hands-on work

Critical analysis of AI-generated content to identify potential biases. Case study on regulatory and reputational risks. Individual development of an action plan for deploying AI in employer branding. Cross-presentations among participants and collective learning.

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Dates and locations

REMOTE CLASS
2027 : 4 Mar., 14 June, 23 Sep., 22 Nov.

PARIS LA DÉFENSE
2027 : 25 Feb., 7 June, 16 Sep., 22 Nov.