



How to train ALL your recruiters in one day for only \$3500* on Advanced Online Recruiting Techniques

A One-Day, Hands-On Seminar Designed to Bring Your Team's Recruiting Skills into the Internet Age, customized for your target industry/candidate profiles – as low as \$175/person*!

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The techniques used by top Internet recruiters can be yours

From past experience, we feel the range of topics covered demand an 8-hour seminar to ensure there's adequate hands-on and Q&A time. However, modules can be eliminated or presented to only certain groups. Suggested start time is optional; all times are approximate. Short refreshment breaks hourly are recommended.

- 8:30a-10:15a: online recruiting stats and strategies; creating a recruiting e-newsletter; using autoresponders better; online job posting strategies.

- 10:15a-11:30a: using newsgroups, listservs and user groups; targeted email address datamining; advanced Boolean searching on newsgroups and listservs for resume and other mining (including from your competitors).

- 11:30a-12:15p: advanced searching on web pages (using Altavista.com and other relevant search tools), including site Flipping, X-Raying, peeling back URLs, etc.

- 12:15p-1:00p: lunch break

- 1:00p-2:00p: how to make your web site more effective as a recruiting tool (usually done with just the company web site development / maintenance team over lunch; optional for other recruiters to attend this module)

- 2:00p-2:45p: advanced searching on web pages (continued), including applied candidate mining via: online employee and conference directories, professional associations, org. charts, certifications, trade magazines, speakers/panelists at conferences, college alumni, etc.

- 2:45p-3:30p: identifying and evaluating free and fee-based niche web sites; tapping virtual communities and web rings.

- 3:30p-4:15p: Spiders, broadcast job posting and multi-database resume search tools. Hands-on demonstration of free trials of selected software tools to automate certain portions of the online recruiting process.

- 4:15p-end: Specific tips to increase online recruiting productivity, discussion of best-of-class vendors for managing the applicant process; selected items from course Appendix, review of optional follow-up Internet recruiting certification tasks; additional Q&A.

***Fees** (discounts may apply): Regardless of which modules you include, the cost is a flat rate of \$3,500/day (includes up to 4 hours of pre-seminar customization) for up to 20 recruiters (\$175/add'l.), plus travel costs if outside MA, NH or RI.

What All Attendees Receive:

- Examples customized for your industry, desired candidate types, etc.
- AORT Certification, fast becoming an industry standard, is a no-extra-cost option
- Three months of access to the vast, password-protected online lessons and resources that are continuously updated (unlike other book- or CD-ROM-based courses)
- Software discounts, free trials and book bonuses

The course that beats our competitors!

"I've attended the AIRS I & II seminars and found you covered the [topics] better in a shorter period of time."

- Douglas Peck, Recruiter, Getronics USA, Billerica, MA

"I learned more from Glenn's hands-on training than from the AIRS I seminar for much more [money] which wasn't [hands-on]."

- Cindy Thornton, Co-founder, Gordon Group & former VP, Clear Point Consultants, Beverly, MA

"I have looked into many Internet recruiting seminars. This program was well worth the money!"

- Julie Broussard, Recruiter, Unifirst Corp., Wilmington, MA

Dozens of in-house trainings ranging from Fortune 500 employers to smaller staffing firms!

Training Facility Requirements: With a computer training room in your offices, or by hooking up a number of Internet-connected computers in one room, you may be able to host Advanced Online Recruiting Techniques in your own offices without having to incur off-site rental fees of a training facility. (See www.recruiting-online.com/facilityneeds.html for recommended/minimum configurations.)



Glenn Gutmacher
Founder/President

Your instructor: Glenn Gutmacher, lead instructor of Recruiting-Online.com, Inc., developed this course soon after founding JobSmart.com, one of the first regional career sites in 1996. Frequently sought for HR conferences and articles for recruiting publications, he is also a practicing recruiter.

For Questions, Training Date Availabilities:

Call (508)930-9391, email custom@recruiting-online.com or visit us at www.recruiting-online.com