



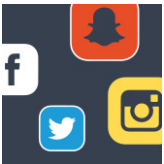
SOURCING MASTERCLASS

overview



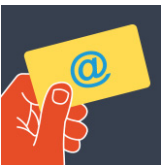
Class #1: The Research Foundation: Search as a Master detective! (120 minutes)

- The Seven Search Concepts: how to search as a master detective?
- Basic search methods and beyond: LinkedIn (unknown practices), Google, Bing
- Introducing your company's very own Boolean Builder (tool)
- Practice: crafting the perfect search queries for your company's jobs



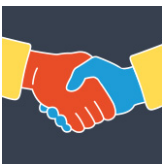
Class #2: Sourcing beyond the obvious (120 minutes)

- Sourcing beyond LinkedIn: Facebook, Twitter, Instagram, associations and other gatherings
- Practice: searching on your company's jobs on channels where you've never searched before



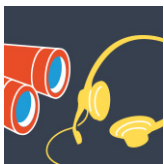
Class #3: Finding every contact detail (120 minutes)

- Finding every possible contact detail on the web: emails, phone numbers, other contact possibilities
- Discovering candidates' entire digital footprint
- The ultimate contact finder toolkit for sourcing
- Practice: finding hidden contact details to any (!) of your candidates



Class #4: Candidate engagement best practices (120 minutes)

- The power of personalization and how to do it right?
- The core elements of a productive email outreach
- The perfect email toolkit (subject line tester, body checker, SPAM assessment etc.)
- Candidate outreach automation
- Practice: composing a winning intelligent email template sequence



Class #5: Sourcing automation and data scraping – Sourcing 3.0 (120 minutes)

- Data scraping applications
- Sourcing automation
- Emailing & candidate engagement automation
- Other sourcing productivity tools
- Practice: data scraping and candidate outreach automation


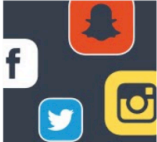



Next classes: TBD July 2020

Registration: hello@thebalazs.com



Sourcing Masterclass agenda

One-week-long, tailor-made and practice-oriented sourcing training for digital recruiters

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday
<p>10:00 - 12:00 FIRST CLASS: SEARCH AS A MASTER- DETECTIVE!</p>  <p>first homework</p>	<p>10:00 - 12:00 SECOND CLASS: SOURCING BEYOND THE OBVIOUS</p>  <p>second homework</p>	<p>14:30 - 16:30 THIRD CLASS: FINDING EVERY CONTACT DETAIL</p>  <p>third homework</p>	<p>WHOLE DAY PRACTICE DAY Free-style practices on your company's jobs with the trainer</p>	<p>10:00 - 12:00 FOURTH CLASS: CANDIDATE ENGAGEMENT BEST PRACTICES</p>  <p>fourth homework</p>			<p>10:00 - 12:00 FIFTH CLASS: SOURCING AUTOMATION AND DATA SCRAPING</p>  <p>closing</p>

