



Human Resources

Onboarding & Employer Branding

التهيئة الوظيفية والعلامة التجارية لصاحب العمل

Duration

5 or 10 days

Language

English or Arabic

Formats

Classroom, online, in-house

Hours

35 / 70

Overview

Onboarding & Employer Branding is part of the Human Resources track at Garnet Global Training Center. Build the people systems that attract, grow and keep the talent an organisation depends on. The course is taught in English or Arabic as a 5-day or 10-day program, in classrooms in cities such as Dubai, Riyadh, Cairo, London and Istanbul, or live online, and it can be delivered in-house with examples and exercises built around your own operations.

What you will be able to do

- Explain the principles, terminology and standards that govern Onboarding & Employer Branding.
- Apply proven methods and tools to real situations from your own workplace.
- Analyse performance gaps, risks and root causes, and choose the right response.
- Measure results with practical indicators and report them clearly to management.
- Leave with a personal action plan you can start using the following week.

Who should attend

HR managers and business partners, recruiters, L&D and reward specialists.

Key topics

- HR strategy aligned to business goals
- Competency frameworks
- Labour law essentials in the region
- Metrics and HR analytics
- Engagement and retention
- Policy and process design

Formats and fees

5-day classroom	USD 4,750
5-day online	USD 2,950
10-day classroom	USD 8,950
10-day online	USD 5,450
In-house	Quotation per group

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: www.garnettrainings.com

Sharjah Publishing City Free Zone,
Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Foundations of Onboarding & Employer Branding

- Scope, terminology and governing standards
- HR strategy aligned to business goals

Day 2 Methods and tools

- Competency frameworks
- Labour law essentials in the region

Day 3 Application and case studies

- Metrics and HR analytics
- Policy and process design

Day 4 Performance, risk and compliance

- Engagement and retention
- Measurement and reporting

Day 5 Workshop, assessment and action plan

- Hands-on workshop on a workplace challenge
- Final assessment and personal action plan

10-day outline

Day 1 Foundations of Onboarding & Employer Branding

- Scope, terminology and governing standards
- HR strategy aligned to business goals

Day 2 Methods and tools

- Competency frameworks
- Labour law essentials in the region

Day 3 Application and case studies

- Metrics and HR analytics
- Policy and process design

Day 4 Performance, risk and compliance

- Engagement and retention
- Measurement and reporting

Day 5 Workshop, assessment and action plan

- Hands-on workshop on a workplace challenge
- Final assessment and personal action plan

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Common mistakes and how to avoid them

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- International case studies

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
4–8 Jan 2027	5-day classroom	Abu Dhabi	English	4,750
8–12 Feb 2027	5-day online	Live online	English	2,950
19–30 Jul 2027	10-day classroom	London	English	8,950
15–19 Aug 2027	5-day classroom	Doha	English	4,750
20–31 Dec 2027	10-day online	Live online	English	5,450
21–25 Feb 2028	5-day classroom	London	English	4,750
5–16 Mar 2028	10-day classroom	Riyadh	English	8,950
5–9 Jun 2028	5-day classroom	Dubai	Arabic	4,750
13–24 Nov 2028	10-day online	Live online	Arabic	5,450
4–8 Dec 2028	5-day online	Live online	Arabic	2,950

Dates	Format	City	Language	Fee (USD)
15–19 Jan 2029	5-day classroom	London	English	4,750
19–23 Feb 2029	5-day online	Live online	Arabic	2,950
10–14 Jun 2029	5-day classroom	Amman	English	4,750
12–23 Aug 2029	10-day classroom	Kuwait City	English	8,950
17–28 Dec 2029	10-day online	Live online	Arabic	5,450
13–17 Jan 2030	5-day classroom	Amman	Arabic	4,750
20–24 May 2030	5-day online	Live online	English	2,950
16–27 Sep 2030	10-day online	Live online	Arabic	5,450
7–18 Oct 2030	10-day classroom	Dubai	English	8,950
1–5 Dec 2030	5-day classroom	Manama	English	4,750

Customised and in-house versions of this course are available on request. www.garnettrainings.com/en/customise/