



HR BOOTCAMP

Talent Acquisition Academy

Welcome to HR BOOTCAMP, the third recruitment academy organized by Manpower Bulgaria, this time available to anyone who has an affinity for human resources, wants to build foundations, further develop knowledge and skills or retrain in the field of HR.

With HR BOOTCAMP you will not only build on your theoretical knowledge but will also gain valuable practical experience from professionals with years of proven experience.

Upon the end of the academy, you will receive a certificate for successful completion. During the last day of the academy, all participants will be invited to a special networking event with professionals from different industries.



04.10-21.10

Live and online

Sofia, CORA Business Center, Manpower Bulgaria



HR BOOTCAMP

Lecturers



Kaloyan Belichovski

Talent Acquisition
Manager



Maria Angelova

People and Culture
Lead



Maria Dekova

Team Lead -
BPO/SSC



Petya Pavlova

People and Culture
Partner



Vanya Doncheva

IT Recruitment Team
Leader/
Deputy Delivery
Manager – Permanent
Placements



Ivan Sherbanov

SEE Region
Operations Director





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Lecturers



Rozaliya Stoilova

HR Solutions Partner
Assert



Ivelina Petkova

Business Development
Manager -
Production, Engineering
and Logistics



Maria Stoeva

Head of Sales & Business
Development



Maria Dineva

HR Research Expert



Desislava Tsankova

Senior Recruitment
Consultant



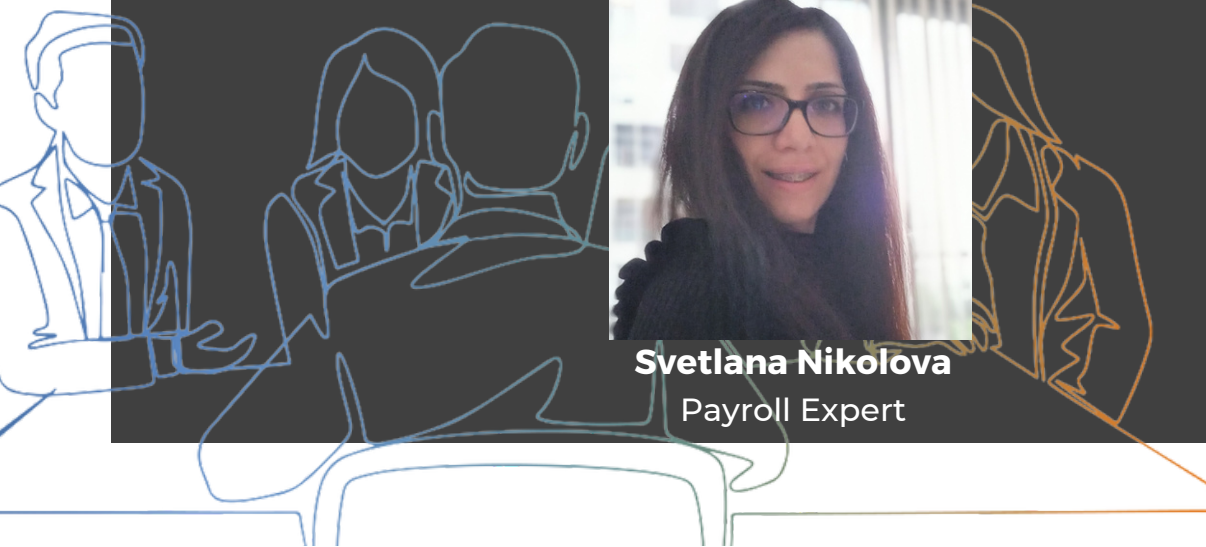
Miroslava Misheva

Payroll Expert



Svetlana Nikolova

Payroll Expert



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Agenda

Organizational Structures - Who Is Who?

Lecturers: Kaloyan Belichovski and Maria Angelova

- Hierarchical, functional, horizontal and divisional organizational structures – presence and understanding
- How certain activities are directed in order to achieve the goals of an organization

First Contact with a Candidate

Lecturers: Maria Angelova and Desislava Tsankova

- First contact is essential as there is no second chance for a first impression
- The key to successful candidate communication
- Rules to follow when contacting a prospective candidate

Social Media Recruitment (Facebook, Instagram Revealed)

Lecturer: Maria Dekova

- What is Social Media Recruitment?
- Advantages of using Social Media Recruitment in your recruitment strategy
- Best Social Media Sourcing Channels revealed
- Personalize your Recruitment Strategy through Best Social Media Recruitment Practices

Effective Interviewing Techniques

Lecturer: Petya Pavlova

- First impression in online and F2F environment
- Business Etiquette in online communication
- Tips & Tricks in interviewing process

LinkedIn for Real Sourcers

Lecturer: Vanya Doncheva

- Boolean search
- LinkedIn profile
- LinkedIn search - premium accounts

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Effective Mass Recruitment Techniques

Lecturer: Kaloyan Belichovski

- Customer expectations, professional consultancy and giving know-how for the development
- Mass recruitment techniques
- Organization of processes for interviews and meetings with clients
- Onboarding people and successfully finishing projects

IT Recruitment - Understanding Technologies and Roles

Lecturer: Vanya Doncheva

- Software Development Life Cycle (SDLC)
- Main technologies - front end, back end, DevOps/ System Administration
- Roles
- StackOverflow and GitHub

BPO/SSC Recruitment - Understanding Roles and Industry Specifics

Lecturer: Maria Dekova

- What is BPO? – understanding key terms and types of BPO Services
- Why BPO? – Key Drivers and Benefits
- Understanding BPO Roles – examples and practical part
- Recruitment practices in the BPO sector

Recruitment Automation

Lecturer: Ivan Sherbanov

- Automation in communication with clients and candidates
- Process automation in sourcing and selection
- Acceleration of processes
- Automate documentation, offers, job adds, visuals
- Database optimizations

Candidate Experience - Formula Revealed

Lecturer: Rozaliya Stoilova

- First impression - good practices and common mistakes
- Behaviour and communication with the candidate
- Feedback
- Steps in the selection process
- Useful tricks
- NPS score

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Networking for Talent

Lecturer: Vanya Doncheva

- How to attract the right talents
- Where to find talents

Mastering Various Generations at the Workplace

Lecturer: Ivelina Petkova

- Specifics and characteristics of different generations in the organization
- Techniques for successful communication and connecting different people and departments in the company
- Building bridges between generations in the organization
- Giving constructive feedback
- Psychological techniques to better understand and connect with different age groups when recruiting and adapting in the work environment

HR Project Management

Lecturer: Maria Stoeva

- Effective planning of human resource management (people, processes, money)
- Acquiring and managing a project team (where not everyone is part of the HR function)
- Developing team members and processes
- Cost effectiveness in HR projects

Career Consulting for Talent Development

Lecturer: Rozaliya Stoilova

- What is career counselling?
- Components of career counselling
- Career counselling as added value in recruitment
- Career counselling for people development in the organisation

Effective Candidate Assessment - Using Psychometric Tests

Lecturer: Rozaliya Stoilova

- What is assessment? Types of assessment and their advantages
- Assessment methods as part of the selection process for different positions
- How to choose the right assessment method
- Assessment interpretation and decision making

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Personal Brand as a Recruiter - Activation and Practice

Lecturer: Kaloyan Belichovski

- Discovering your strengths
- Which segments we want to develop in our professional path
- Our presence in front of candidates and partners
- How to build an image of your name

Gamification of the Recruitment Process

Lecturer: Rozaliya Stoilova

- What is gamification?
- Gamification as part of the recruitment process - practical examples
- Effects of gamification on employer branding and candidate experience
- Gamelearn simulation for internal communication - MARS

Labor Market Trends

Lecturers: Kaloyan Belichovski and Desislava Tsankova

- The economy will grow—with a constrained labour force
- Hybrid version of working environment – recruiting from anywhere
- Technics for retention of our key employees
- How to reduce the possibility for burnout

Candidate Lifecycle and Employer Branding

Lecturer: Petya Pavlova and Maria Angelova

- Mandatory phases in communication with candidates
- Building long-lasting partnership with candidates
- How to bring your employer brand to life?
- Your employer brand is your brand

Market Mapping Methods (Talent Mapping)

Lecturer: Maria Dineva and Rozaliya Stoilova

- What is “Market mapping”? What are the necessary tools to use and what we can use in general? How to be accurate and confirm the information we gathered?
- How mapping the market can help my clients/candidates? What do we seek to achieve with this kind of project?
- Insights of HR market mapping

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HR LEGAL / Labor Law in Detail

Lecturer: Miroslava Misheva and Svetlana Nikolova

- Types of employment contracts - fixed-term and open-ended
- Types of contracts of employment for additional work - with the same employer, with another employer, for certain days of the month
- Supplementary agreements
- Notifications to the NRA pursuant to Article 62(3) - time limits and method of submission.
- Civil contracts - types, difference between employment and civil contracts
- Employment contracts content - legal content, contractual content, mandatory requisites of the employment contract
- Termination of employment contracts - termination of fixed-term employment contracts, termination of a basic employment contract, termination of an additional contract, types of severance pay
- Leave - Paid leave (amount and manner of use), additional paid annual leave (types and manner of use), deferment of paid annual leave and limitation
- Changes to the Labor Code effective from 2022
- Common cases in practice





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Schedule

04.10-08.10	Full-day attendance trainings
09.10	Day off
10.10-14.10	Afternoon online trainings
15.10	Full-day attendance trainings
16.10	Day off
17.10-20.10	Afternoon online trainings
21.10	Certificate giving ceremony + networking event

Fee

500 EUR

The price does not include VAT.

The price includes all live and online trainings, coffee and water during the live trainings, materials related to the lectures, issuance of a certificate of completion, and attendance at the closing networking event.

The amount of EUR 500 can be paid in full or in two equal instalments of EUR 250 each without additional costs.



**For more information and to register for the academy:
hrbootcamp@manpower.bg**

For the optimal conduct of the academy, places are limited to 16 people. Sign up now!



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With offices in over 80 countries around the world, ManpowerGroup is a global leader in temporary and permanent employment and providing organization of all sizes of continuous staffing solutions to enhance business readiness and competitiveness. Manpower in Bulgaria has accepted and applied global best practices, and since 2006 when we entered the market, we have proven that we have developed our expertise to the highest possible level.

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