



Beamery University Courses

Regional User Group: London



COURSE 1

Campaigns 101

This course is ideal for:
Talent Marketers and Admins



COURSE 2

Sourcing with LinkedIn

This course is ideal for:
Recruiters and Sourcers

DESCRIPTION AND LEARNING OUTCOMES

Ideal for new users and seasoned talent marketers alike, this course aims to build confidence and train users on how and when to leverage campaigns to communicate with candidates. You'll learn from our experts how to build beautiful emails (without HTML), brainstorm new campaign use cases with your peers, and see how Beamery's campaign tool works in conjunction with other features for expert-level candidate communication.

OUTLINE

Course

- ✓ How to use the new Campaign Editor
- ✓ Campaign best practices
- ✓ Using Recipes and logic to easily automate decisions like adding candidates to a campaign

Workshop

After a quick demo and discussion, you'll pull out your machines and get to work on a campaign of your own. Practice making a test campaign in your sandbox or work on one of your current projects. Either way, instructors will be on hand to help.

RESOURCES AND MATERIALS

- ✓ Laptop
- ✓ [Beamery Campaigns How To Guide](#)

PREREQUISITES

[Leveraging the New Campaign Editor](#)

DESCRIPTION AND LEARNING OUTCOMES

This course is designed to arm recruiters and sourcers with the tools to effectively source from LinkedIn with the new Beamery Chrome Extension. Build good sourcing habits and learn how to connect the depth of LinkedIn with the power of Beamery. From sourcing for new requisitions to logging InMail our instructors will show you everything you need to know to make the most out of the Beamery Chrome Extension.

OUTLINE

Course

- ✓ Downloading the new Chrome Extension
- ✓ LinkedIn Sourcing Best Practices
- ✓ New features in the Chrome Extension like sending emails and adding global tags

Workshop

After a demo and discussion, you'll pull out your machines and practice using the new Chrome Extension. Use your sandbox to get a feel for the tool in a safe environment or pull up a project you're currently working on and get to work sourcing! Instructors will be available to help any questions you have.

RESOURCES AND MATERIALS

- ✓ Laptop
- ✓ [Beamery Extension 2.0 Overview](#)

PREREQUISITES

None



Get first access to the redesigned Beamery Chrome Extension!



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COURSE 3

Database Management

This course is ideal for:
Admin and Talent Operations



COURSE 4

Using Beamery's AI

This course is ideal for:
Recruiters and Sourcing

DESCRIPTION AND LEARNING OUTCOMES

Calling all Admins - learn everything you need to know about database management and best practices. From tips and tricks with global tags to protection and security, our instructors are here to help make sure you're ready to manage one of your organization's most valuable assets - its data.

OUTLINE

Course

- ✓ Cleaning up duplicates - and how to avoid them in the first place
- ✓ Importing new contacts in bulk
- ✓ Using recipes to manage consent

Workshop

After a quick demo and conversations around best practices, you'll pull out your laptops for project work. You can choose to practice in your sandbox environment uploading our test data or work on one of your current project. Bring your questions and let our instructors help you with any roadblocks.

RESOURCES AND MATERIALS

- ✓ Laptop
- ✓ [Understanding Contact Profile Deduplication](#)
- ✓ [Becoming GDPR Compliant: Consent Management](#)

PREREQUISITES

[Automating Process with Recipes](#)

DESCRIPTION AND LEARNING OUTCOMES

Learn how Beamery has built Artificial Intelligence you can trust into nearly every step of the recruiting process. Find ways to make your job easier with best practices that focus on using AI to build a workflow that works for you. Our instructors will show you the benefits of sourcing your database first to resurface top talent and fill job requisitions faster.

OUTLINE

Course

- ✓ Resurface top talent
- ✓ Best practices for using talent match
- ✓ Learn to spot a unicorn

Workshop

After you've seen examples of Beamery's AI in the CRM, take the opportunity to pull out your computers and practice sourcing one of your open requisitions. Or, we'll provide you with a few examples for the exercise. Either way, our instructors are available for any questions you have along the way.

RESOURCES AND MATERIALS

- ✓ Laptop
- ✓ [How AI-Powered Tools Can Help Recruiters & HR Teams](#)
- ✓ [What Is Explainable AI?](#)

PREREQUISITES

None