

PUBLIC RELATIONS | COURSE BROCHURE

Advocacy and Policy Communication

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

Advocacy communication aims to influence policy and public opinion on important issues. This course covers advocacy strategy, policy analysis for communicators, framing issues, evidence and storytelling, coalition building, engaging decision makers and media, digital advocacy and evaluating advocacy outcomes.

Policy change requires persuasive, persistent communication. You will learn to plan and run effective advocacy.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Advocacy planning workshops, framing exercises, policy brief writing and case studies.

Course objectives

By the end of this course, participants will be able to:
• Develop an advocacy strategy
• Analyse policy for communication
• Frame issues persuasively
• Combine evidence with storytelling
• Build coalitions and engage decision makers
• Evaluate advocacy outcomes

Target audience

This course is suitable for:
• Advocacy and campaign officers
• Public affairs professionals
• NGO communication staff
• Policy advisors
• Association managers



Course content

Target competencies

Participants will develop competencies in:

- Advocacy strategy
- Policy analysis
- Framing
- Coalition building
- Evaluation

Course outline

Day 1: Advocacy Foundations

09:00–10:08	What advocacy is
10:08–11:00	Theory of change
11:00–11:30	**Coffee break**
11:30–11:45	Theory of change (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Policy and Framing

09:00–10:08	Policy analysis
10:08–11:00	Framing
11:00–11:30	**Coffee break**
11:30–11:45	Framing (continued)
11:45–12:53	Messages
12:53–14:00	Workshop

Day 3: Evidence and Stories

09:00–10:08	Evidence
10:08–11:00	Human stories
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Human stories (continued)
11:45–12:53	Policy briefs
12:53–14:00	Writing practice

Day 4: Coalitions and Targets

09:00–10:08	Coalitions
10:08–11:00	Decision makers
11:00–11:30	**Coffee break**
11:30–11:45	Decision makers (continued)
11:45–12:53	Media
12:53–14:00	Exercise

Day 5: Digital and Evaluation

09:00–10:08	Digital advocacy
10:08–11:00	Evaluation
11:00–11:30	**Coffee break**
11:30–11:45	Evaluation (continued)
11:45–12:53	Sustaining momentum
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,890.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Rome Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Amsterdam Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,540.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Paris Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,860.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Rome Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Barcelona Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,840.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,650.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,650.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	10 May 2027	14 May 2027	**€1,450.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	31 May 2027	4 Jun 2027	**€3,150.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,890.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Barcelona Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,840.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Vienna Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,940.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
London Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Rome Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,890.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Vienna Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,940.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	22 Nov 2027	26 Nov 2027	**€3,150.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online