

MARKETING & COMMUNICATION | COURSE BROCHURE

Brand Management in Regulated Industries

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

Brands in healthcare, pharmaceuticals, financial services, energy and alcohol face strict rules on claims and promotion. This course covers brand management under regulation: understanding advertising codes, compliant claims, approval workflows, risk-based review, digital and social media compliance and building strong brands within the rules.

Non-compliant marketing leads to fines and reputational damage. You will learn to build distinctive brands while staying compliant.

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

Regulatory briefings, claim review exercises, approval workflow design and case studies of enforcement actions.

Course objectives

By the end of this course, participants will be able to:
• Understand advertising regulations in key sectors
• Develop compliant claims and evidence
• Design marketing approval workflows
• Manage social media and influencer compliance
• Balance creativity and compliance
• Build trust-based brands in regulated markets

Target audience

This course is suitable for:
• Brand and marketing managers in regulated sectors
• Compliance and legal reviewers
• Medical and regulatory affairs staff
• Communication professionals
• Agency staff



Course content

Target competencies

Participants will develop competencies in:

- Regulatory awareness
- Claim substantiation
- Approval processes
- Digital compliance
- Brand building

Course outline

Day 1: Regulated Marketing

09:00–10:08	Why sectors are regulated
10:08–11:00	Codes and regulators
11:00–11:30	**Coffee break**
11:30–11:45	Codes and regulators (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Claims

09:00–10:08	Types of claims
10:08–11:00	Evidence
11:00–11:30	**Coffee break**
11:30–11:45	Evidence (continued)
11:45–12:53	Comparative advertising
12:53–14:00	Review exercise

Day 3: Approval Processes

09:00–10:08	Workflows
10:08–11:00	Risk-based review
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Risk-based review (continued)
11:45–12:53	Record keeping
12:53–14:00	Workshop

Day 4: Digital Compliance

09:00–10:08	Social media
10:08–11:00	Influencers
11:00–11:30	**Coffee break**
11:30–11:45	Influencers (continued)
11:45–12:53	User-generated content
12:53–14:00	Case study

Day 5: Brand Building

09:00–10:08	Creativity within rules
10:08–11:00	Trust and reputation
11:00–11:30	**Coffee break**
11:30–11:45	Trust and reputation (continued)
11:45–12:53	Action plan
12:53–14:00	Discussion

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)
Istanbul Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,650.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Barcelona Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,840.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Cape Town Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,890.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Rome Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,450.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,450.-**



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.–**
Rome Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,890.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Dubai Confirmed dates	26 Apr 2027	30 Apr 2027	**€3,150.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Paris Confirmed dates	17 May 2027	21 May 2027	**€2,860.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	31 May 2027	4 Jun 2027	**€2,450.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**€3,150.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Vienna Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,940.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Rome Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Dubai Confirmed dates	6 Sept 2027	10 Sept 2027	**€3,150.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,890.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Barcelona Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,840.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,540.-**
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)
Frankfurt Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,650.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**
Vienna Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,940.-**
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