

PUBLIC RELATIONS | COURSE BROCHURE

Building Relationships with Journalists

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Strong media relationships are built on trust, relevance and responsiveness long before a story breaks. This course covers how newsrooms work, identifying the right journalists, pitching with value, handling enquiries, exclusives and embargoes, maintaining relationships over time and repairing relationships after negative coverage.

Journalists ignore generic pitches but rely on trusted sources. You will learn to become a source they call first.

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

Newsroom insights, pitching practice, media list building, role plays with journalist scenarios and case studies.

Course objectives

By the end of this course, participants will be able to:
• Explain how modern newsrooms work
• Identify and research relevant journalists
• Pitch stories that journalists value
• Handle media enquiries professionally
• Use exclusives and embargoes appropriately
• Maintain and repair media relationships

Target audience

This course is suitable for:
• PR and media relations officers
• Communication managers
• Press office staff
• Corporate spokespeople
• Marketing professionals



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Target competencies

Participants will develop competencies in:

- Media research
- Pitching
- Enquiry handling
- Relationship management
- Newsroom awareness

Course outline

Day 1: How Newsrooms Work

09:00–10:08	Editorial priorities
10:08–11:00	Deadlines
11:00–11:30	**Coffee break**
11:30–11:45	Deadlines (continued)
11:45–12:53	News values
12:53–14:00	Exercise

Day 2: Finding the Right Journalists

09:00–10:08	Media mapping
10:08–11:00	Beats and outlets
11:00–11:30	**Coffee break**
11:30–11:45	Beats and outlets (continued)
11:45–12:53	Media lists
12:53–14:00	Workshop

Day 3: Pitching

09:00–10:08	What makes a story
10:08–11:00	Pitch formats
11:00–11:30	**Coffee break**



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11:30–11:45	Pitch formats (continued)
11:45–12:53	Follow-up
12:53–14:00	Practice

Day 4: Handling Enquiries

09:00–10:08	Response protocols
10:08–11:00	Exclusives and embargoes
11:00–11:30	**Coffee break**
11:30–11:45	Exclusives and embargoes (continued)
11:45–12:53	On and off the record
12:53–14:00	Role play

Day 5: Long-Term Relationships

09:00–10:08	Trust and reliability
10:08–11:00	After negative coverage
11:00–11:30	**Coffee break**
11:30–11:45	After negative coverage (continued)
11:45–12:53	Measuring relationships
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)
Rome Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Cape Town Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,890.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Rome Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€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.-**
Istanbul Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Dubai Confirmed dates	1 Mar 2027	5 Mar 2027	**€3,150.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Barcelona Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,840.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Rome Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	17 May 2027	21 May 2027	**€1,450.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Vienna Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,940.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
London Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,450.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Amsterdam Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,540.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Dubai Confirmed dates	2 Aug 2027	6 Aug 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,840.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Vienna Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,940.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Dubai Confirmed dates	4 Oct 2027	8 Oct 2027	**€3,150.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Paris Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,860.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Cape Town Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,890.-**
Online Confirmed dates	29 Nov 2027	3 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

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