

PUBLIC RELATIONS | COURSE BROCHURE

Change Communication

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Organisational change succeeds when people understand why it is happening and what it means for them. This course covers communication during change: change narratives, stakeholder impact analysis, leader and manager roles, communication sequencing, two-way feedback, handling resistance and measuring understanding.

Poor communication is one of the main reasons change fails. You will learn to communicate change clearly and honestly.

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

Change narrative workshops, communication sequencing, manager briefing practice and case studies.

Course objectives

By the end of this course, participants will be able to:

- Build a compelling change narrative
- Analyse change impact on audiences
- Equip leaders and managers to communicate
- Sequence change communication
- Create two-way feedback channels
- Measure understanding and adoption

Target audience

This course is suitable for:

- Internal communication managers
- Change managers
- HR business partners
- PR professionals
- Senior managers



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Target competencies

Participants will develop competencies in:

- Change narrative
- Impact analysis
- Manager enablement
- Sequencing
- Feedback

Course outline

Day 1: Change and Communication

09:00–10:08	Why change fails
10:08–11:00	Psychology of change
11:00–11:30	**Coffee break**
11:30–11:45	Psychology of change (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Narrative

09:00–10:08	Why, what, how
10:08–11:00	Change story
11:00–11:30	**Coffee break**
11:30–11:45	Change story (continued)
11:45–12:53	Messages
12:53–14:00	Workshop

Day 3: Audiences and Leaders

09:00–10:08	Impact analysis
10:08–11:00	Leader roles
11:00–11:30	**Coffee break**



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11:30–11:45	Leader roles (continued)
11:45–12:53	Manager briefings
12:53–14:00	Practice

Day 4: Sequencing and Feedback

09:00–10:08	Communication timeline
10:08–11:00	Feedback channels
11:00–11:30	**Coffee break**
11:30–11:45	Feedback channels (continued)
11:45–12:53	Rumours
12:53–14:00	Exercise

Day 5: Measurement

09:00–10:08	Understanding surveys
10:08–11:00	Adoption
11:00–11:30	**Coffee break**
11:30–11:45	Adoption (continued)
11:45–12:53	Adjusting
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)
London Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,450.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Dubai Confirmed dates	7 Dec 2026	11 Dec 2026	**€3,150.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Barcelona Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,840.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,450.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.-**



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	8 Mar 2027	12 Mar 2027	**€2,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,890.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Vienna Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,940.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	10 May 2027	14 May 2027	**€1,890.–**
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.-**
Barcelona Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,840.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Rome Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
London Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.-**
Online Confirmed dates	26 Jul 2027	30 Jul 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.-**
Istanbul Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,540.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,890.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Vienna Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,940.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,860.-**
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

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