

GOVERNANCE & COMPLIANCE | COURSE BROCHURE

Code of Conduct Design and Rollout

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

A code of conduct sets expectations for behaviour across the organisation. This course covers designing and rolling out an effective code: content and structure, plain language and examples, leadership endorsement, translation and accessibility, training and certification, decision tools, speak-up links and measuring understanding.

Codes that are long and legalistic are rarely read. You will learn to create a code people understand and use.

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

Code critique exercises, drafting workshops, rollout planning and case studies.

Course objectives

By the end of this course, participants will be able to:
• Define the purpose and scope of a code of conduct
• Structure content around real situations
• Write in plain, engaging language
• Plan leadership endorsement and communication
• Design training and certification
• Measure awareness and update the code

Target audience

This course is suitable for:
• Ethics and compliance officers
• HR and communication professionals
• Legal staff
• Senior managers
• Governance professionals



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Target competencies

Participants will develop competencies in:

- Content design
- Plain language
- Communication planning
- Training design
- Effectiveness measurement

Course outline

Day 1: Codes of Conduct

09:00–10:08	Purpose
10:08–11:00	Good and bad examples
11:00–11:30	**Coffee break**
11:30–11:45	Good and bad examples (continued)
11:45–12:53	Critique exercise
12:53–14:00	Discussion

Day 2: Content

09:00–10:08	Topics to cover
10:08–11:00	Values-based structure
11:00–11:30	**Coffee break**
11:30–11:45	Values-based structure (continued)
11:45–12:53	Scenarios and FAQs
12:53–14:00	Workshop

Day 3: Writing

09:00–10:08	Plain language
10:08–11:00	Tone
11:00–11:30	**Coffee break**



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11:30–11:45	Tone (continued)
11:45–12:53	Decision tools
12:53–14:00	Drafting practice

Day 4: Rollout

09:00–10:08	Leadership endorsement
10:08–11:00	Communication
11:00–11:30	**Coffee break**
11:30–11:45	Communication (continued)
11:45–12:53	Translation
12:53–14:00	Exercise

Day 5: Training and Measurement

09:00–10:08	Training and certification
10:08–11:00	Awareness surveys
11:00–11:30	**Coffee break**
11:30–11:45	Awareness surveys (continued)
11:45–12:53	Updates
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.–**
Barcelona Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,840.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Rome Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
London Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,450.–**
Online Confirmed dates	8 Feb 2027	12 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.–**
Vienna Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,940.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.–**
Online Confirmed dates	5 Apr 2027	9 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.–**
Amsterdam Confirmed dates	17 May 2027	21 May 2027	**€2,540.–**
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)
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	21 Jun 2027	25 Jun 2027	**€2,840.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Paris Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,860.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Vienna Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,940.-**



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.-**
Istanbul Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,450.-**
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.-**
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.-**
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.-**
Cape Town Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,890.-**
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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