

PUBLIC RELATIONS | COURSE BROCHURE

Communicating with Gulf and Middle East Stakeholders

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Organisations working in the Gulf and wider Middle East need to understand regional communication norms and stakeholder expectations. This course covers cultural context, relationship-based communication, government and media landscapes, business etiquette, bilingual communication, social media use in the region and building long-term trust.

Cultural misunderstandings can derail partnerships and projects. You will learn to communicate respectfully and effectively in the region.

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

Cultural case studies, role plays, media landscape briefings and communication planning.

Course objectives

By the end of this course, participants will be able to:
• Understand regional cultural context
• Apply relationship-based communication
• Navigate government and media landscapes
• Observe business etiquette and protocol
• Plan bilingual communication
• Build long-term trust with regional stakeholders

Target audience

This course is suitable for:
• International business managers
• PR and communication professionals
• Government relations staff
• Project managers working in the region
• Executives



Course content

Target competencies

Participants will develop competencies in:

- Cultural awareness
- Relationship building
- Media understanding
- Etiquette
- Bilingual planning

Course outline

Day 1: Regional Context

09:00–10:08	Cultural values
10:08–11:00	Business culture
11:00–11:30	**Coffee break**
11:30–11:45	Business culture (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Relationships

09:00–10:08	Trust and relationships
10:08–11:00	Meetings
11:00–11:30	**Coffee break**
11:30–11:45	Meetings (continued)
11:45–12:53	Hospitality
12:53–14:00	Role play

Day 3: Government and Media

09:00–10:08	Government landscape
10:08–11:00	Media landscape
11:00–11:30	**Coffee break**



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11:30–11:45	Media landscape (continued)
11:45–12:53	Social media use
12:53–14:00	Briefing

Day 4: Etiquette and Language

09:00–10:08	Etiquette
10:08–11:00	Bilingual communication
11:00–11:30	**Coffee break**
11:30–11:45	Bilingual communication (continued)
11:45–12:53	Translation quality
12:53–14:00	Exercise

Day 5: Long-Term Engagement

09:00–10:08	Stakeholder plans
10:08–11:00	Partnerships
11:00–11:30	**Coffee break**
11:30–11:45	Partnerships (continued)
11:45–12:53	Review
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)
Dubai Confirmed dates	23 Nov 2026	27 Nov 2026	**€3,150.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Istanbul Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.-**
Online Confirmed dates	14 Dec 2026	18 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.-**
Vienna Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,940.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Cape Town Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,890.-**



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.–**
Frankfurt Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,650.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Rome Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,450.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Vienna Confirmed dates	10 May 2027	14 May 2027	**€2,940.–**
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)
Amsterdam Confirmed dates	31 May 2027	4 Jun 2027	**€2,540.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Rome Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,450.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,860.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**
Cape Town Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,890.–**



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.-**
Barcelona Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,840.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Dubai Confirmed dates	27 Sept 2027	1 Oct 2027	**€3,150.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
London Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Dubai Confirmed dates	1 Nov 2027	5 Nov 2027	**€3,150.-**
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)
London Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 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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