

PUBLIC RELATIONS | COURSE BROCHURE

Communication Audits and Benchmarking

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

A communication audit reveals how well an organisation's communication is working and where to improve. This course covers audit scope and methods, surveys, interviews and focus groups, channel and content analysis, benchmarking against peers, analysing findings and producing an improvement plan.

Communication teams often lack evidence of what works. You will learn to assess communication systematically.

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

Audit design exercises, survey and interview practice, benchmarking analysis and report writing.

Course objectives

By the end of this course, participants will be able to:
• Define the scope and objectives of a communication audit
• Select audit methods
• Design surveys and interview guides
• Analyse channels and content
• Benchmark against peers
• Produce findings and an improvement plan

Target audience

This course is suitable for:
• Communication managers
• PR professionals
• Internal communication specialists
• Consultants
• Corporate affairs staff



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Target competencies

Participants will develop competencies in:

- Audit design
- Research methods
- Content analysis
- Benchmarking
- Reporting

Course outline

Day 1: Audit Purpose

09:00–10:08	Why audit
10:08–11:00	Scope
11:00–11:30	**Coffee break**
11:30–11:45	Scope (continued)
11:45–12:53	Stakeholders
12:53–14:00	Exercise

Day 2: Methods

09:00–10:08	Surveys
10:08–11:00	Interviews
11:00–11:30	**Coffee break**
11:30–11:45	Interviews (continued)
11:45–12:53	Focus groups
12:53–14:00	Design workshop

Day 3: Channel and Content Analysis

09:00–10:08	Channel review
10:08–11:00	Content analysis
11:00–11:30	**Coffee break**



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11:30–11:45	Content analysis (continued)
11:45–12:53	Metrics
12:53–14:00	Exercise

Day 4: Benchmarking

09:00–10:08	Choosing peers
10:08–11:00	Comparisons
11:00–11:30	**Coffee break**
11:30–11:45	Comparisons (continued)
11:45–12:53	Best practices
12:53–14:00	Workshop

Day 5: Findings

09:00–10:08	Analysis
10:08–11:00	Report writing
11:00–11:30	**Coffee break**
11:30–11:45	Report writing (continued)
11:45–12:53	Improvement plan
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)
Barcelona Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,840.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Cape Town Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,890.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
London Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Rome Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
London 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.–**
Istanbul Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,650.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Rome Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.–**
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)
Barcelona Confirmed dates	31 May 2027	4 Jun 2027	**€2,840.-**
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.-**
Frankfurt Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,650.-**
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.-**
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.-**
Kuala Lumpur Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,450.-**
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.-**
Vienna Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,940.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,540.-**
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)
Dubai Confirmed dates	22 Nov 2027	26 Nov 2027	**€3,150.-**
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

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online