

**PUBLIC RELATIONS | COURSE BROCHURE**

# Communication for Infrastructure Projects

5 days | Classroom training | English

**SMART HORIZON**

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



# Course content

## Why attend

Infrastructure projects affect communities for years and attract public and political scrutiny. This course covers communication across the project lifecycle: stakeholder mapping, consultation, managing disruption communication, community liaison, media relations, handling opposition and reporting progress.

Poor communication can delay major projects and inflate costs. You will learn to keep stakeholders informed and supportive.

## 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

Project lifecycle planning, disruption communication exercises, consultation simulations and case studies.

## Course objectives

By the end of this course, participants will be able to:
• Plan communication across the project lifecycle
• Map project stakeholders
• Run consultations and community liaison
• Communicate disruption effectively
• Manage media relations and opposition
• Report project progress

## Target audience

This course is suitable for:
• Project communication managers
• Community liaison officers
• Project managers
• Government infrastructure staff
• PR consultants



# Course content

## Target competencies

Participants will develop competencies in:

- Lifecycle planning
- Stakeholder mapping
- Consultation
- Disruption communication
- Progress reporting

## Course outline

### Day 1: Project Communication

| | |
|---|---|
| **09:00–10:08** | Lifecycle |
| **10:08–11:00** | Case studies |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Case studies (continued) |
| **11:45–12:53** | Communication plan |
| **12:53–14:00** | Exercise |

### Day 2: Stakeholders and Consultation

| | |
|---|---|
| **09:00–10:08** | Mapping |
| **10:08–11:00** | Consultation |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Consultation (continued) |
| **11:45–12:53** | Community liaison |
| **12:53–14:00** | Workshop |

### Day 3: Disruption

| | |
|---|---|
| **09:00–10:08** | Road closures and works |
| **10:08–11:00** | Advance notice |
| **11:00–11:30** | **Coffee break** |



# Course content

| | |
|---|---|
| **11:30–11:45** | Advance notice (continued) |
| **11:45–12:53** | Channels |
| **12:53–14:00** | Exercise |

## Day 4: Media and Opposition

| | |
|---|---|
| **09:00–10:08** | Media relations |
| **10:08–11:00** | Opposition groups |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Opposition groups (continued) |
| **11:45–12:53** | Political scrutiny |
| **12:53–14:00** | Simulation |

## Day 5: Progress

| | |
|---|---|
| **09:00–10:08** | Milestones |
| **10:08–11:00** | Reporting |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Reporting (continued) |
| **11:45–12:53** | Celebrating completion |
| **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<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **€2,450.–** |
| Online<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **€1,250.–** |
| Vienna<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **€2,940.–** |
| Online<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **€1,250.–** |
| London<br>Confirmed dates | 11 Jan 2027 | 15 Jan 2027 | **€2,450.–** |
| Online<br>Confirmed dates | 11 Jan 2027 | 15 Jan 2027 | **€1,250.–** |
| Barcelona<br>Confirmed dates | 1 Feb 2027 | 5 Feb 2027 | **€2,840.–** |
| Online<br>Confirmed dates | 1 Feb 2027 | 5 Feb 2027 | **€1,250.–** |
| Dubai<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **€3,150.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **€1,250.-** |
| Rome<br>Confirmed dates | 15 Mar 2027 | 19 Mar 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 15 Mar 2027 | 19 Mar 2027 | **€1,250.-** |
| London<br>Confirmed dates | 5 Apr 2027 | 9 Apr 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 5 Apr 2027 | 9 Apr 2027 | **€1,250.-** |
| Barcelona<br>Confirmed dates | 19 Apr 2027 | 23 Apr 2027 | **€2,840.-** |
| Online<br>Confirmed dates | 19 Apr 2027 | 23 Apr 2027 | **€1,250.-** |
| Kuala Lumpur<br>Confirmed dates | 10 May 2027 | 14 May 2027 | **€1,450.-** |
| Online<br>Confirmed dates | 10 May 2027 | 14 May 2027 | **€1,250.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Frankfurt<br>Confirmed dates | 31 May 2027 | 4 Jun 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 31 May 2027 | 4 Jun 2027 | **€1,250.-** |
| Dubai<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **€3,150.-** |
| Online<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **€1,250.-** |
| Istanbul<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **€1,250.-** |
| Rome<br>Confirmed dates | 26 Jul 2027 | 30 Jul 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 26 Jul 2027 | 30 Jul 2027 | **€1,250.-** |
| Vienna<br>Confirmed dates | 16 Aug 2027 | 20 Aug 2027 | **€2,940.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 16 Aug 2027 | 20 Aug 2027 | **€1,250.-** |
| Cape Town<br>Confirmed dates | 6 Sept 2027 | 10 Sept 2027 | **€1,890.-** |
| Online<br>Confirmed dates | 6 Sept 2027 | 10 Sept 2027 | **€1,250.-** |
| Amsterdam<br>Confirmed dates | 27 Sept 2027 | 1 Oct 2027 | **€2,540.-** |
| Online<br>Confirmed dates | 27 Sept 2027 | 1 Oct 2027 | **€1,250.-** |
| Dubai<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **€3,150.-** |
| Online<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **€1,250.-** |
| Cape Town<br>Confirmed dates | 1 Nov 2027 | 5 Nov 2027 | **€1,890.-** |
| Online<br>Confirmed dates | 1 Nov 2027 | 5 Nov 2027 | **€1,250.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Paris<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **€2,860.-** |
| Online<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **€1,250.-** |
| Cape Town<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **€1,890.-** |
| Online<br>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