

PUBLIC RELATIONS | COURSE BROCHURE

Communication Skills for Front-Office Staff

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Front-office staff are often the first impression of an organisation. This course develops communication skills for reception and front-desk roles: professional greeting, telephone etiquette, active listening, handling difficult visitors, written communication, confidentiality and representing the organisation's image.

First impressions shape how visitors and callers see the whole organisation. You will learn to make them positive every time.

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

Role plays, telephone practice, scenario exercises and feedback sessions.

Course objectives

By the end of this course, participants will be able to:
• Greet visitors professionally
• Apply telephone etiquette
• Listen actively and respond clearly
• Handle difficult visitors calmly
• Write professional emails and messages
• Protect confidentiality and organisational image

Target audience

This course is suitable for:
• Receptionists and front-desk staff
• Administrative assistants
• Customer service officers
• Office coordinators
• Public relations assistants



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Target competencies

Participants will develop competencies in:

- Professional greeting
- Telephone skills
- Active listening
- Conflict handling
- Professional writing

Course outline

Day 1: First Impressions

09:00–10:08	Image and appearance
10:08–11:00	Greeting
11:00–11:30	**Coffee break**
11:30–11:45	Greeting (continued)
11:45–12:53	Reception area
12:53–14:00	Exercise

Day 2: Telephone

09:00–10:08	Answering calls
10:08–11:00	Transfers and messages
11:00–11:30	**Coffee break**
11:30–11:45	Transfers and messages (continued)
11:45–12:53	Tone
12:53–14:00	Practice

Day 3: Listening and Clarity

09:00–10:08	Active listening
10:08–11:00	Questioning
11:00–11:30	**Coffee break**



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11:30–11:45	Questioning (continued)
11:45–12:53	Clear answers
12:53–14:00	Role play

Day 4: Difficult Visitors

09:00–10:08	Staying calm
10:08–11:00	De-escalation
11:00–11:30	**Coffee break**
11:30–11:45	De-escalation (continued)
11:45–12:53	Escalation
12:53–14:00	Role play

Day 5: Writing and Confidentiality

09:00–10:08	Emails
10:08–11:00	Messages
11:00–11:30	**Coffee break**
11:30–11:45	Messages (continued)
11:45–12:53	Confidentiality
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 Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,450.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Cape Town Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,890.-**
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.-**
Dubai Confirmed dates	25 Jan 2027	29 Jan 2027	**€3,150.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Rome Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Amsterdam Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,540.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Paris Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,860.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Rome Confirmed dates	3 May 2027	7 May 2027	**€2,450.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	24 May 2027	28 May 2027	**€2,940.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Barcelona Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,840.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Vienna Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,940.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Dubai Confirmed dates	30 Aug 2027	3 Sept 2027	**€3,150.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,890.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
London Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,890.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,450.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.-**
Online Confirmed dates	6 Dec 2027	10 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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View the latest course details online