

PUBLIC RELATIONS | COURSE BROCHURE

Communication Strategy for Mergers

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Mergers and acquisitions create uncertainty for employees, customers and investors. This course covers communication across the deal lifecycle: confidentiality, announcement planning, stakeholder messaging, employee communication, customer and supplier communication, integration communication and culture.

Poor merger communication drives away talent and customers. You will learn to communicate change clearly at every stage.

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

Deal lifecycle planning, announcement day simulations, Q&A drafting and case studies.

Course objectives

By the end of this course, participants will be able to:
• Plan communication across the deal lifecycle
• Manage confidentiality and leaks
• Prepare announcement day materials
• Communicate with employees through uncertainty
• Communicate with customers, suppliers and investors
• Support integration and culture communication

Target audience

This course is suitable for:
• Corporate communication directors
• Internal communication managers
• Investor relations staff
• HR leaders
• Integration managers



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Target competencies

Participants will develop competencies in:
- Deal communication planning
- Confidentiality
- Announcement planning
- Employee communication
- Integration communication

Course outline

Day 1: Mergers and Communication

09:00–10:08	Deal lifecycle
10:08–11:00	Risks
11:00–11:30	**Coffee break**
11:30–11:45	Risks (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Confidentiality

09:00–10:08	Insider rules
10:08–11:00	Leak planning
11:00–11:30	**Coffee break**
11:30–11:45	Leak planning (continued)
11:45–12:53	Holding statements
12:53–14:00	Workshop

Day 3: Announcement

09:00–10:08	Announcement materials
10:08–11:00	Sequencing
11:00–11:30	**Coffee break**



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11:30–11:45	Sequencing (continued)
11:45–12:53	Q&A
12:53–14:00	Simulation

Day 4: Stakeholders

09:00–10:08	Employees
10:08–11:00	Customers and suppliers
11:00–11:30	**Coffee break**
11:30–11:45	Customers and suppliers (continued)
11:45–12:53	Investors
12:53–14:00	Exercise

Day 5: Integration

09:00–10:08	Integration communication
10:08–11:00	Culture
11:00–11:30	**Coffee break**
11:30–11:45	Culture (continued)
11:45–12:53	Measurement
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	16 Nov 2026	20 Nov 2026	**€2,840.–**
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.–**
Amsterdam Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,540.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Cape Town Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,890.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.–**



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.-**
Rome Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,450.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Vienna Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,940.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.-**
Barcelona Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,840.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Paris Confirmed dates	3 May 2027	7 May 2027	**€2,860.-**
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)
Rome Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
London Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,450.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Dubai Confirmed dates	5 Jul 2027	9 Jul 2027	**€3,150.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,650.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Rome Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,450.-**



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.-**
Cape Town Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,890.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**€3,150.-**
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.-**
Dubai Confirmed dates	25 Oct 2027	29 Oct 2027	**€3,150.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,450.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Vienna Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,940.-**
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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