

PUBLIC RELATIONS | COURSE BROCHURE

Community Relations Programmes

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Organisations operating in local communities need positive, long-term relationships with residents and local leaders. This course covers understanding local communities, community engagement plans, community liaison roles, grievance mechanisms, managing community concerns and building trust over time.

Community opposition can stop operations and projects. You will learn to build relationships that support your licence to operate.

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

Community mapping, engagement planning, grievance case studies and role plays.

Course objectives

By the end of this course, participants will be able to:
• Understand local community dynamics
• Develop community engagement plans
• Define community liaison roles
• Establish grievance mechanisms
• Respond to community concerns
• Build long-term trust

Target audience

This course is suitable for:
• Community relations officers
• CSR managers
• Project and site managers
• Government relations staff
• PR professionals



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Target competencies

Participants will develop competencies in:

- Community analysis
- Engagement planning
- Liaison
- Grievance handling
- Trust building

Course outline

Day 1: Communities

09:00–10:08	Community dynamics
10:08–11:00	Local leaders
11:00–11:30	**Coffee break**
11:30–11:45	Local leaders (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Engagement Plans

09:00–10:08	Objectives
10:08–11:00	Methods
11:00–11:30	**Coffee break**
11:30–11:45	Methods (continued)
11:45–12:53	Schedules
12:53–14:00	Workshop

Day 3: Liaison

09:00–10:08	Liaison roles
10:08–11:00	Meetings
11:00–11:30	**Coffee break**



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11:30–11:45	Meetings (continued)
11:45–12:53	Records
12:53–14:00	Role play

Day 4: Grievances

09:00–10:08	Grievance mechanisms
10:08–11:00	Investigation
11:00–11:30	**Coffee break**
11:30–11:45	Investigation (continued)
11:45–12:53	Resolution
12:53–14:00	Case study

Day 5: Trust

09:00–10:08	Consistency
10:08–11:00	Reporting back
11:00–11:30	**Coffee break**
11:30–11:45	Reporting back (continued)
11:45–12:53	Evaluation
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)
Frankfurt Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,650.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Rome Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,450.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Kuala Lumpur Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,450.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Paris Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,860.-**
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.–**
Dubai Confirmed dates	1 Mar 2027	5 Mar 2027	**€3,150.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Amsterdam Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,540.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**€3,150.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Barcelona Confirmed dates	3 May 2027	7 May 2027	**€2,840.–**
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.-**
Cape Town Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,890.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
London Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,450.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Rome Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,450.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,890.-**



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.-**
Vienna Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,940.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
London Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Vienna Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,940.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,890.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Barcelona Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,840.-**
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