

PUBLIC RELATIONS | COURSE BROCHURE

Corporate Communication for Engineers and Technical Teams

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Engineers and technical specialists must explain complex work to managers, clients, regulators and the public. This course develops communication skills for technical people: knowing the audience, simplifying without distorting, technical writing, presenting to non-specialists, visualising technical information and handling questions.

Great technical work can be undervalued when poorly explained. You will learn to communicate it clearly and persuasively.

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

Rewriting technical texts, presentation practice with feedback, visualisation exercises and Q&A practice.

Course objectives

By the end of this course, participants will be able to:

- Analyse non-technical audiences
- Simplify complex information accurately
- Write clear technical reports and summaries
- Present technical topics to non-specialists
- Visualise technical information
- Handle challenging questions confidently

Target audience

This course is suitable for:

- Engineers and technical specialists
- Project engineers
- Technical managers
- Scientists and researchers
- Consultants



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Target competencies

Participants will develop competencies in:

- Audience analysis
- Simplification
- Technical writing
- Presentation
- Visualisation

Course outline

Day 1: Technical Communication

09:00–10:08	The curse of knowledge
10:08–11:00	Audiences
11:00–11:30	**Coffee break**
11:30–11:45	Audiences (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Simplifying

09:00–10:08	Plain explanations
10:08–11:00	Analogies
11:00–11:30	**Coffee break**
11:30–11:45	Analogies (continued)
11:45–12:53	Accuracy
12:53–14:00	Rewriting practice

Day 3: Writing

09:00–10:08	Executive summaries
10:08–11:00	Reports
11:00–11:30	**Coffee break**



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11:30–11:45	Reports (continued)
11:45–12:53	Emails
12:53–14:00	Writing practice

Day 4: Presenting

09:00–10:08	Structure
10:08–11:00	Visuals
11:00–11:30	**Coffee break**
11:30–11:45	Visuals (continued)
11:45–12:53	Delivery
12:53–14:00	Presentation practice

Day 5: Questions and Influence

09:00–10:08	Handling questions
10:08–11:00	Persuasion
11:00–11:30	**Coffee break**
11:30–11:45	Persuasion (continued)
11:45–12:53	Stakeholders
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)
Cape Town Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,890.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Dubai Confirmed dates	30 Nov 2026	4 Dec 2026	**€3,150.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Barcelona Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,840.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Istanbul Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,650.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**€3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Rome Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,450.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,650.–**
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.–**
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)
Vienna Confirmed dates	17 May 2027	21 May 2027	**€2,940.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Barcelona Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,840.–**
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.–**
Cape Town Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,890.–**
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.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,890.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Vienna Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,940.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,450.-**
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)
London Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,450.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Rome Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,450.-**
Online Confirmed dates	29 Nov 2027	3 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