

MARKETING & COMMUNICATION | COURSE BROCHURE

Corporate Communication Writing

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Corporate communicators write announcements, statements, intranet stories, speeches and reports that represent the organisation. This course develops corporate writing skills: understanding audiences, corporate tone of voice, structuring announcements, writing for web and intranet, executive messages and editing for consistency.

Corporate writing shapes reputation and trust. You will learn to write clear, credible communication on behalf of an organisation.

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

Writing workshops with feedback, rewriting exercises, style guide development and peer review.

Course objectives

By the end of this course, participants will be able to:
• Adapt writing to internal and external audiences
• Apply a consistent corporate tone of voice
• Write clear announcements and statements
• Write engaging web and intranet content
• Draft messages for executives
• Edit for consistency and accuracy

Target audience

This course is suitable for:
• Corporate communication officers
• PR and media staff
• Internal communication professionals
• Executive assistants
• Marketing writers



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Target competencies

Participants will develop competencies in:

- Audience adaptation
- Tone of voice
- Announcement writing
- Digital writing
- Editing

Course outline

Day 1: Corporate Writing

09:00–10:08	Role and audiences
10:08–11:00	Tone of voice
11:00–11:30	**Coffee break**
11:30–11:45	Tone of voice (continued)
11:45–12:53	Style guides
12:53–14:00	Exercise

Day 2: Announcements

09:00–10:08	Structure
10:08–11:00	Key messages
11:00–11:30	**Coffee break**
11:30–11:45	Key messages (continued)
11:45–12:53	Approval
12:53–14:00	Workshop

Day 3: Digital and Intranet

09:00–10:08	Writing for screens
10:08–11:00	Headlines
11:00–11:30	**Coffee break**



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11:30–11:45	Headlines (continued)
11:45–12:53	Stories
12:53–14:00	Exercise

Day 4: Executive Messages

09:00–10:08	Writing for leaders
10:08–11:00	CEO letters
11:00–11:30	**Coffee break**
11:30–11:45	CEO letters (continued)
11:45–12:53	Speeches
12:53–14:00	Practice

Day 5: Editing

09:00–10:08	Consistency
10:08–11:00	Accuracy
11:00–11:30	**Coffee break**
11:30–11:45	Accuracy (continued)
11:45–12:53	Style guide
12:53–14:00	Final assignment

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)
Vienna Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,940.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Cape Town Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,890.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Rome Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
London Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,450.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,890.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Barcelona Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,840.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Barcelona Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,840.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Dubai Confirmed dates	17 May 2027	21 May 2027	**€3,150.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	31 May 2027	4 Jun 2027	**€2,940.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Istanbul Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Rome Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Cape Town Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,890.–**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.–**
Dubai Confirmed dates	23 Aug 2027	27 Aug 2027	**€3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Rome Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Frankfurt Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,650.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
London Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,540.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	29 Nov 2027	3 Dec 2027	**€3,150.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,860.-**
Online 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

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