

PUBLIC RELATIONS | COURSE BROCHURE

Employer Branding Communication

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

A strong employer brand attracts talent and keeps good people. This course covers defining the employee value proposition, researching employee perceptions, employer brand messaging, careers content, social media and employee advocacy, recruitment campaigns and measuring employer brand impact.

Talented candidates research employers before applying. You will learn to communicate an authentic employer brand.

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

EVP workshops, content creation exercises, campaign planning and case studies.

Course objectives

By the end of this course, participants will be able to:
• Define an employee value proposition
• Research employee and candidate perceptions
• Develop employer brand messaging
• Create careers content
• Build employee advocacy
• Measure employer brand performance

Target audience

This course is suitable for:
• HR and talent acquisition managers
• Communication and PR staff
• Employer brand specialists
• Marketing professionals
• Internal communication managers



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Target competencies

Participants will develop competencies in:

- EVP development
- Research
- Messaging
- Content creation
- Measurement

Course outline

Day 1: Employer Brand

09:00–10:08	What it is
10:08–11:00	Business case
11:00–11:30	**Coffee break**
11:30–11:45	Business case (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: EVP

09:00–10:08	Research
10:08–11:00	Defining the EVP
11:00–11:30	**Coffee break**
11:30–11:45	Defining the EVP (continued)
11:45–12:53	Pillars
12:53–14:00	Workshop

Day 3: Messaging and Content

09:00–10:08	Messages
10:08–11:00	Careers sites
11:00–11:30	**Coffee break**



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

Day 4: Channels and Advocacy

09:00–10:08	Social media
10:08–11:00	Employee advocacy
11:00–11:30	**Coffee break**
11:30–11:45	Employee advocacy (continued)
11:45–12:53	Campaigns
12:53–14:00	Workshop

Day 5: Measurement

09:00–10:08	Metrics
10:08–11:00	Feedback
11:00–11:30	**Coffee break**
11:30–11:45	Feedback (continued)
11:45–12:53	Improvement
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	9 Nov 2026	13 Nov 2026	**€2,840.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Cape Town Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,890.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Rome Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.-**
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.-**
Vienna Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,940.-**



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.-**
Barcelona Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,840.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
London Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,450.-**
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)
Dubai Confirmed dates	24 May 2027	28 May 2027	**€3,150.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Rome Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Dubai Confirmed dates	28 Jun 2027	2 Jul 2027	**€3,150.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
London Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,450.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,450.-**



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	30 Aug 2027	3 Sept 2027	**€2,540.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Rome Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,450.-**
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.-**
Frankfurt Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,650.-**
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.-**
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