

MARKETING & COMMUNICATION | COURSE BROCHURE

Influencer and Creator Marketing

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

Creators and influencers shape opinions in many markets, from consumer products to B2B services. This course covers influencer marketing: setting goals, finding and vetting creators, briefs and contracts, disclosure and regulation, campaign management, content rights and measuring results.

Influencer campaigns can build trust fast or damage brands. You will learn to run them professionally and responsibly.

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

Creator vetting exercises, brief writing, case studies of successful and failed campaigns and measurement workshops.

Course objectives

By the end of this course, participants will be able to:
• Set influencer marketing goals
• Identify and vet suitable creators
• Write briefs and agree contracts
• Comply with disclosure rules
• Manage campaigns and content rights
• Measure influencer impact

Target audience

This course is suitable for:
• Marketing and social media managers
• Brand managers
• PR professionals
• E-commerce marketers
• Agency staff



Course content

Target competencies

Participants will develop competencies in:

- Creator selection
- Brief writing
- Compliance
- Campaign management
- Impact measurement

Course outline

Day 1: Influencer Landscape

09:00–10:08	Creator types
10:08–11:00	Platforms
11:00–11:30	**Coffee break**
11:30–11:45	Platforms (continued)
11:45–12:53	Opportunities and risks
12:53–14:00	Exercise

Day 2: Finding Creators

09:00–10:08	Search tools
10:08–11:00	Vetting audiences
11:00–11:30	**Coffee break**
11:30–11:45	Vetting audiences (continued)
11:45–12:53	Brand fit
12:53–14:00	Workshop

Day 3: Briefs and Contracts

09:00–10:08	Campaign briefs
10:08–11:00	Fees and contracts
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Fees and contracts (continued)
11:45–12:53	Usage rights
12:53–14:00	Exercise

Day 4: Compliance and Management

09:00–10:08	Disclosure rules
10:08–11:00	Approvals
11:00–11:30	**Coffee break**
11:30–11:45	Approvals (continued)
11:45–12:53	Crisis risks
12:53–14:00	Case study

Day 5: Measurement

09:00–10:08	Reach and engagement
10:08–11:00	Conversions
11:00–11:30	**Coffee break**
11:30–11:45	Conversions (continued)
11:45–12:53	Long-term partnerships
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)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**€3,150.–**
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.–**
Cape Town Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,890.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Barcelona Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,840.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Cape Town Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,890.–**



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.–**
Dubai Confirmed dates	1 Mar 2027	5 Mar 2027	**€3,150.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,450.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,540.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	17 May 2027	21 May 2027	**€1,890.–**
Online Confirmed dates	17 May 2027	21 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.–**
Rome Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Istanbul Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,650.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Paris Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,860.-**
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.-**
Barcelona Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,840.-**
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	8 Nov 2027	12 Nov 2027	**€2,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Vienna Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,940.-**
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