

PUBLIC RELATIONS | COURSE BROCHURE

Influencer Relations and Partnerships

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Influencers and content creators can reach audiences that traditional media cannot. This course covers influencer strategy, identifying and vetting influencers, partnership models, briefing and contracts, disclosure rules, managing campaigns, measuring results and managing reputational risk.

Poorly chosen influencers can harm brands. You will learn to build credible, effective partnerships.

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

Influencer vetting exercises, brief and contract workshops, campaign planning and case studies.

Course objectives

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

- Develop an influencer relations strategy
- Identify and vet suitable influencers
- Choose partnership models
- Write briefs and agree contracts
- Comply with disclosure rules
- Measure results and manage risk

Target audience

This course is suitable for:

- PR and social media managers
- Marketing and brand managers
- Digital communication staff
- Agency professionals
- Content managers



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Target competencies

Participants will develop competencies in:

- Strategy
- Vetting
- Briefing
- Compliance
- Measurement

Course outline

Day 1: Influencer Landscape

09:00–10:08	Influencer types
10:08–11:00	Platforms
11:00–11:30	**Coffee break**
11:30–11:45	Platforms (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Selection

09:00–10:08	Audience fit
10:08–11:00	Vetting
11:00–11:30	**Coffee break**
11:30–11:45	Vetting (continued)
11:45–12:53	Authenticity checks
12:53–14:00	Workshop

Day 3: Partnerships

09:00–10:08	Partnership models
10:08–11:00	Briefs
11:00–11:30	**Coffee break**



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11:30–11:45	Briefs (continued)
11:45–12:53	Contracts
12:53–14:00	Exercise

Day 4: Compliance and Campaigns

09:00–10:08	Disclosure rules
10:08–11:00	Campaign management
11:00–11:30	**Coffee break**
11:30–11:45	Campaign management (continued)
11:45–12:53	Content approval
12:53–14:00	Case study

Day 5: Measurement and Risk

09:00–10:08	Metrics
10:08–11:00	Reputational risk
11:00–11:30	**Coffee break**
11:30–11:45	Reputational risk (continued)
11:45–12:53	Long-term relationships
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.-**
London Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,450.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Vienna Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,940.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Barcelona Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,840.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,540.-**



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.-**
London Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,450.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Rome Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,450.-**
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)
Vienna Confirmed dates	17 May 2027	21 May 2027	**€2,940.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Istanbul Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,650.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Barcelona Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,840.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.–**
Cape Town Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,890.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Dubai Confirmed dates	2 Aug 2027	6 Aug 2027	**€3,150.–**



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.-**
Cape Town Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,890.-**
Online Confirmed dates	23 Aug 2027	27 Aug 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.-**
Cape Town Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,890.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Rome Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Frankfurt Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,650.-**
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