

PUBLIC RELATIONS | COURSE BROCHURE

Internal Communication and Employee Engagement

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Effective internal communication helps employees understand strategy, feel informed during change and connect their work to the organisation's purpose. This course covers internal communication strategy, channel selection, leadership communication, change communication, employee voice, digital workplace tools and measurement. Participants learn how to plan campaigns, support managers as communicators and evaluate impact on engagement and performance. Practical workshops lead to an internal communication plan for the participant's organisation.

Information overload, hybrid work and constant change make it harder to reach and engage employees. This course gives you practical strategies and tools to communicate clearly, involve employees in two-way dialogue and demonstrate the value of internal communication to leadership.

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

Learning includes case studies, channel audits, message development workshops, change communication exercises, measurement activities and peer review of communication plans.

Course objectives

By the end of this course, participants will be able to:
• Explain the role of internal communication in engagement and performance
• Develop an internal communication strategy aligned with business goals
• Select and manage channels for different audiences
• Support leaders and line managers as effective communicators
• Plan communication during organisational change
• Measure the impact of internal communication



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Target audience

This course is suitable for:
• Internal communication professionals
• HR and employee engagement specialists
• Corporate communication managers
• Change management professionals
• Executive assistants and chiefs of staff supporting leadership communication

Target competencies

Participants will develop competencies in:
• Internal communication strategy
• Audience segmentation
• Channel management
• Leadership communication
• Change communication
• Communication measurement

Course outline

Day 1: The Strategic Role of Internal Communication

09:00–09:54	Internal communication and employee engagement
09:54–10:48	Communication needs of hybrid and frontline workforces
10:48–11:00	Aligning communication with strategy
11:00–11:30	**Coffee break**
11:30–12:12	Aligning communication with strategy (continued)
12:12–13:06	Assessing current practice
13:06–14:00	Exercise: Internal communication audit

Day 2: Strategy, Audiences and Messages

09:00–09:54	Audience segmentation and personas
09:54–10:48	Key messages and narratives
10:48–11:00	Storytelling for employees



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11:00–11:30	**Coffee break**
11:30–12:12	Storytelling for employees (continued)
12:12–13:06	Editorial planning
13:06–14:00	Workshop: Developing an internal communication plan

Day 3: Channels and Digital Workplace

09:00–09:54	Intranets, email, collaboration tools and video
09:54–10:48	Reaching frontline and deskless employees
10:48–11:00	Events, town halls and face-to-face communication
11:00–11:30	**Coffee break**
11:30–12:12	Events, town halls and face-to-face communication (continued)
12:12–13:06	Reducing information overload
13:06–14:00	Exercise: Channel mapping

Day 4: Leaders, Managers and Employee Voice

09:00–09:54	Supporting leaders' visibility and communication
09:54–10:48	Equipping line managers to cascade messages
10:48–11:00	Two-way dialogue and feedback mechanisms
11:00–11:30	**Coffee break**
11:30–12:12	Two-way dialogue and feedback mechanisms (continued)
12:12–13:06	Communicating during change and uncertainty
13:06–14:00	Case study: Communicating a restructuring

Day 5: Measuring Impact

09:00–09:54	Communication metrics and pulse surveys
09:54–10:48	Linking communication to engagement and behaviour
10:48–11:00	Reporting results to leadership



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11:00–11:30	**Coffee break**
11:30–12:12	Reporting results to leadership (continued)
12:12–13:06	Continuous improvement
13:06–14:00	Capstone: Internal communication strategy presentation

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.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,820.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Barcelona Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,840.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**€3,150.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Frankfurt Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,650.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Paris Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,860.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.–**



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.-**
Amsterdam Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,540.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Cape Town Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,890.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Singapore Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,820.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Frankfurt Confirmed dates	3 May 2027	7 May 2027	**€2,650.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Cape Town Confirmed dates	10 May 2027	14 May 2027	**€1,890.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	17 May 2027	21 May 2027	**€1,450.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Paris Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,860.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Jun 2027	11 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.-**
Amsterdam Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,540.-**
Online Confirmed dates	5 Jul 2027	9 Jul 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.-**
Singapore Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,820.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Vienna Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,940.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Paris Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,860.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Istanbul Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,650.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,540.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**
Singapore Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,820.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
London Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**€3,150.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



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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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