

MARKETING & COMMUNICATION | COURSE BROCHURE

Internal Communication Strategy

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Course content

Why attend

Well-informed employees are more engaged, productive and better ambassadors. This course covers internal communication strategy: understanding employee audiences, aligning with business priorities, channel mix, leader and manager communication, two-way feedback, change communication and measuring internal communication effectiveness.

Employees often hear important news last or not at all. You will learn to build an internal communication strategy that keeps people informed and engaged.

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

Audit exercises, channel planning workshops, case studies and measurement planning.

Course objectives

By the end of this course, participants will be able to:
• Audit current internal communication
• Define strategy aligned with business goals
• Segment employee audiences
• Plan channels and content
• Equip leaders and managers to communicate
• Measure internal communication effectiveness

Target audience

This course is suitable for:
• Internal communication managers
• HR and engagement professionals
• Corporate communication staff
• Change managers
• Senior leaders



Course content

Target competencies

Participants will develop competencies in:

- Communication audit
- Strategy development
- Channel planning
- Leader enablement
- Measurement

Course outline

Day 1: Internal Communication

09:00–10:08	Role and value
10:08–11:00	Audit
11:00–11:30	**Coffee break**
11:30–11:45	Audit (continued)
11:45–12:53	Challenges
12:53–14:00	Exercise

Day 2: Strategy

09:00–10:08	Business alignment
10:08–11:00	Audiences
11:00–11:30	**Coffee break**
11:30–11:45	Audiences (continued)
11:45–12:53	Objectives
12:53–14:00	Workshop

Day 3: Channels and Content

09:00–10:08	Channel mix
10:08–11:00	Digital channels
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Digital channels (continued)
11:45–12:53	Content planning
12:53–14:00	Exercise

Day 4: Leaders and Managers

09:00–10:08	Leader visibility
10:08–11:00	Manager cascades
11:00–11:30	**Coffee break**
11:30–11:45	Manager cascades (continued)
11:45–12:53	Two-way dialogue
12:53–14:00	Case study

Day 5: Measurement

09:00–10:08	Surveys and analytics
10:08–11:00	Reporting
11:00–11:30	**Coffee break**
11:30–11:45	Reporting (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)
Amsterdam Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,540.–**
Online Confirmed dates	16 Nov 2026	20 Nov 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.–**
Rome Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Barcelona Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,840.–**



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.–**
Cape Town Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,890.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Dubai Confirmed dates	29 Mar 2027	2 Apr 2027	**€3,150.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Frankfurt Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,650.–**
Online Confirmed dates	19 Apr 2027	23 Apr 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.–**



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.-**
Barcelona Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,840.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Dubai Confirmed dates	5 Jul 2027	9 Jul 2027	**€3,150.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Rome Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Paris Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,860.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Vienna Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,940.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Rome Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Dubai Confirmed dates	1 Nov 2027	5 Nov 2027	**€3,150.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,890.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Istanbul Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.-**
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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