

PUBLIC RELATIONS | COURSE BROCHURE

Launching Campaigns and Awareness Programmes

5 days | Classroom training | English

SMART HORIZON

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The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

Awareness campaigns aim to change what people know, feel and do. This course covers campaign research, behavioural insights, objectives, target audiences, creative concepts, channel mix, partnerships, launch planning, monitoring and evaluating campaign impact.

Many awareness campaigns are seen but change nothing. You will learn to plan campaigns that shift behaviour.

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

Campaign planning workshops, creative brief writing, launch simulations and campaign case studies.

Course objectives

By the end of this course, participants will be able to:
• Research campaign issues and audiences
• Apply behavioural insights
• Set campaign objectives
• Develop creative concepts and briefs
• Plan channel mix and partnerships
• Launch, monitor and evaluate campaigns

Target audience

This course is suitable for:
• PR and campaign managers
• Government communication staff
• NGO communication officers
• Marketing professionals
• Health promotion staff



Course content

Target competencies

Participants will develop competencies in:

- Campaign research
- Behavioural insight
- Creative briefing
- Channel planning
- Evaluation

Course outline

Day 1: Campaign Foundations

09:00–10:08	Campaign types
10:08–11:00	Successful examples
11:00–11:30	**Coffee break**
11:30–11:45	Successful examples (continued)
11:45–12:53	Planning model
12:53–14:00	Exercise

Day 2: Research and Insight

09:00–10:08	Audience research
10:08–11:00	Behavioural insights
11:00–11:30	**Coffee break**
11:30–11:45	Behavioural insights (continued)
11:45–12:53	Barriers
12:53–14:00	Workshop

Day 3: Creative

09:00–10:08	Concepts
10:08–11:00	Creative briefs
11:00–11:30	**Coffee break**



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11:30–11:45	Creative briefs (continued)
11:45–12:53	Testing
12:53–14:00	Exercise

Day 4: Channels and Launch

09:00–10:08	Channel mix
10:08–11:00	Partners
11:00–11:30	**Coffee break**
11:30–11:45	Partners (continued)
11:45–12:53	Launch plan
12:53–14:00	Simulation

Day 5: Evaluation

09:00–10:08	Monitoring
10:08–11:00	Outcome measurement
11:00–11:30	**Coffee break**
11:30–11:45	Outcome measurement (continued)
11:45–12:53	Lessons
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)
Paris Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,860.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Vienna Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,940.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Istanbul Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,650.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Barcelona Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,840.–**
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.–**
Amsterdam Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,540.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Rome Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**€3,150.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Rome Confirmed dates	3 May 2027	7 May 2027	**€2,450.–**
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)
Cape Town Confirmed dates	24 May 2027	28 May 2027	**€1,890.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Barcelona Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,840.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
London Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,450.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.–**
Dubai Confirmed dates	19 Jul 2027	23 Jul 2027	**€3,150.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.–**
Cape Town Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,890.–**



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.-**
Frankfurt Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,650.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
London 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.-**
Kuala Lumpur Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,450.-**
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)
Rome Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,450.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.-**
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