

PUBLIC RELATIONS | COURSE BROCHURE

Leadership Visibility and Thought Leadership

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Visible, credible leaders strengthen trust in their organisations. This course covers leadership visibility strategy, defining thought leadership themes, content formats, speaking opportunities, executive social media, internal visibility, media positioning and measuring leadership reputation.

Stakeholders want to see and hear from leaders. You will learn to build credible visibility for executives.

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

Theme development workshops, content planning, executive profile reviews and case studies.

Course objectives

By the end of this course, participants will be able to:
• Develop a leadership visibility strategy
• Define thought leadership themes
• Plan thought leadership content
• Secure speaking and media opportunities
• Manage executive social media
• Measure leadership reputation

Target audience

This course is suitable for:
• Communication directors
• Executive communication managers
• PR professionals
• Senior executives
• Executive office staff



Course content

Target competencies

Participants will develop competencies in:
- Visibility strategy
- Theme development
- Content planning
- Executive positioning
- Measurement

Course outline

Day 1: Leadership Visibility

09:00–10:08	Why it matters
10:08–11:00	Risks
11:00–11:30	**Coffee break**
11:30–11:45	Risks (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Themes

09:00–10:08	Expertise and purpose
10:08–11:00	Theme development
11:00–11:30	**Coffee break**
11:30–11:45	Theme development (continued)
11:45–12:53	Points of view
12:53–14:00	Workshop

Day 3: Content

09:00–10:08	Articles
10:08–11:00	Video
11:00–11:30	**Coffee break**



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11:30–11:45	Video (continued)
11:45–12:53	Reports
12:53–14:00	Exercise

Day 4: Platforms

09:00–10:08	Speaking
10:08–11:00	Media
11:00–11:30	**Coffee break**
11:30–11:45	Media (continued)
11:45–12:53	Executive social media
12:53–14:00	Workshop

Day 5: Internal and Measurement

09:00–10:08	Internal visibility
10:08–11:00	Measurement
11:00–11:30	**Coffee break**
11:30–11:45	Measurement (continued)
11:45–12:53	Programme plan
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)
London Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,450.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Frankfurt Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Dubai Confirmed dates	11 Jan 2027	15 Jan 2027	**€3,150.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Barcelona Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,840.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Rome Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,450.-**



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.–**
Vienna Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,940.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Amsterdam Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,540.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Rome Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,450.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	10 May 2027	14 May 2027	**€1,450.–**
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)
Dubai Confirmed dates	24 May 2027	28 May 2027	**€3,150.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Vienna Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,940.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,650.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
London Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Rome Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,450.-**



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.-**
Cape Town Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,890.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Paris Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,860.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,890.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Barcelona Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,840.-**
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)
Dubai Confirmed dates	22 Nov 2027	26 Nov 2027	**€3,150.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Cape Town Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,890.-**
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