

MARKETING & COMMUNICATION | COURSE BROCHURE

LinkedIn Strategy for Companies and Executives

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Course content

Why attend

LinkedIn is the leading platform for professional reputation, recruitment and B2B marketing. This course teaches how organisations and executives can use LinkedIn strategically: company page optimisation, content planning, executive profiles and thought leadership, employee advocacy, paid campaigns and analytics.

A strong LinkedIn presence builds credibility with clients, partners and talent. You will learn a practical strategy for both company and personal profiles.

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

Profile and page reviews, content planning workshops, campaign setup demonstrations and analytics exercises.

Course objectives

By the end of this course, participants will be able to:
• Optimise company pages and executive profiles
• Plan engaging professional content
• Build executive thought leadership
• Run employee advocacy programmes
• Use LinkedIn advertising effectively
• Measure LinkedIn performance

Target audience

This course is suitable for:
• Marketing and communication managers
• Executives and business leaders
• HR and employer branding teams
• Business development professionals
• Consultants and independent professionals



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Target competencies

Participants will develop competencies in:

- Profile optimisation
- Content planning
- Thought leadership
- Advocacy
- Campaign analytics

Course outline

Day 1: LinkedIn Strategy

09:00–10:08	Platform audience
10:08–11:00	Goals for companies and leaders
11:00–11:30	**Coffee break**
11:30–11:45	Goals for companies and leaders (continued)
11:45–12:53	Audit
12:53–14:00	Exercise

Day 2: Pages and Profiles

09:00–10:08	Company page optimisation
10:08–11:00	Executive profiles
11:00–11:30	**Coffee break**
11:30–11:45	Executive profiles (continued)
11:45–12:53	Personal brand
12:53–14:00	Workshop

Day 3: Content

09:00–10:08	Content formats
10:08–11:00	Posting rhythm
11:00–11:30	**Coffee break**



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11:30–11:45	Posting rhythm (continued)
11:45–12:53	Engagement
12:53–14:00	Exercise

Day 4: Advocacy and Advertising

09:00–10:08	Employee advocacy
10:08–11:00	Sponsored content
11:00–11:30	**Coffee break**
11:30–11:45	Sponsored content (continued)
11:45–12:53	Lead generation forms
12:53–14:00	Demonstration

Day 5: Analytics

09:00–10:08	Key metrics
10:08–11:00	Reporting
11:00–11:30	**Coffee break**
11:30–11:45	Reporting (continued)
11:45–12:53	Strategy refinement
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.-**
Vienna Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,940.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Cape Town Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,890.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Frankfurt Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,650.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Dubai Confirmed dates	15 Feb 2027	19 Feb 2027	**€3,150.-**



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.–**
Rome Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Vienna Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,940.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,890.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Rome Confirmed dates	10 May 2027	14 May 2027	**€2,450.–**
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.-**
Amsterdam Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,540.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Barcelona Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,840.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,890.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,650.-**



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.-**
Kuala Lumpur Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,450.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
London Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Barcelona Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,840.-**
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)
Rome Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Paris Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,860.-**
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