

PUBLIC RELATIONS | COURSE BROCHURE

Managing Communication Agencies

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

Many organisations rely on PR, creative and digital agencies, but get mixed value from them. This course covers deciding what to outsource, agency selection and pitches, briefing, contracts and fees, day-to-day management, evaluating agency performance and building productive partnerships.

Weak briefs and poor management waste agency budgets. You will learn to get the best from your agencies.

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

Briefing workshops, pitch evaluation exercises, contract case studies and performance review practice.

Course objectives

By the end of this course, participants will be able to:
• Decide what to outsource and why
• Run agency selection processes
• Write effective agency briefs
• Negotiate contracts and fees
• Manage agencies day to day
• Evaluate agency performance

Target audience

This course is suitable for:
• Communication and PR managers
• Marketing managers
• Procurement staff
• Brand managers
• Corporate affairs staff



Course content

Target competencies

Participants will develop competencies in:
- Outsourcing decisions
- Agency selection
- Briefing
- Contract management
- Performance evaluation

Course outline

Day 1: Working with Agencies

09:00–10:08	Agency types
10:08–11:00	In-house versus agency
11:00–11:30	**Coffee break**
11:30–11:45	In-house versus agency (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Selection

09:00–10:08	RFPs
10:08–11:00	Pitches
11:00–11:30	**Coffee break**
11:30–11:45	Pitches (continued)
11:45–12:53	Evaluation criteria
12:53–14:00	Workshop

Day 3: Briefing

09:00–10:08	Good briefs
10:08–11:00	Objectives
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Objectives (continued)
11:45–12:53	Approvals
12:53–14:00	Writing practice

Day 4: Contracts

09:00–10:08	Fee models
10:08–11:00	Scope
11:00–11:30	**Coffee break**
11:30–11:45	Scope (continued)
11:45–12:53	Intellectual property
12:53–14:00	Case study

Day 5: Performance

09:00–10:08	KPIs
10:08–11:00	Reviews
11:00–11:30	**Coffee break**
11:30–11:45	Reviews (continued)
11:45–12:53	Partnership
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)
Cape Town Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,890.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Barcelona Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,840.–**
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.–**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.–**
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.–**
Paris Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,860.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,650.–**
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.–**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.–**
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)
London Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
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.-**
Barcelona Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,840.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Vienna Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,940.-**
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.-**
Amsterdam Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,540.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**€3,150.-**
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.-**
Cape Town Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,890.-**
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.-**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.-**
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

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online