

PUBLIC RELATIONS | COURSE BROCHURE

Newsletter and Publication Management

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Newsletters and publications keep employees, members and customers informed and engaged. This course covers publication strategy, editorial planning, content sourcing, writing and editing, design and layout basics, email newsletter best practice, distribution and measuring readership.

Many newsletters go unread. You will learn to produce publications people look forward to.

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

Editorial calendar workshops, writing and editing exercises, layout critiques and metrics analysis.

Course objectives

By the end of this course, participants will be able to:
• Define publication strategy and audience
• Plan editorial calendars
• Source and commission content
• Write and edit for publications
• Apply design and email best practice
• Measure readership and engagement

Target audience

This course is suitable for:
• Internal communication staff
• PR and communication officers
• Editors and content writers
• Membership organisation staff
• Marketing professionals



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Target competencies

Participants will develop competencies in:
- Editorial planning
- Content sourcing
- Writing and editing
- Layout
- Readership measurement

Course outline

Day 1: Publication Strategy

09:00–10:08	Purpose
10:08–11:00	Audiences
11:00–11:30	**Coffee break**
11:30–11:45	Audiences (continued)
11:45–12:53	Formats
12:53–14:00	Exercise

Day 2: Editorial Planning

09:00–10:08	Editorial calendar
10:08–11:00	Content mix
11:00–11:30	**Coffee break**
11:30–11:45	Content mix (continued)
11:45–12:53	Contributors
12:53–14:00	Workshop

Day 3: Writing and Editing

09:00–10:08	Headlines
10:08–11:00	Features
11:00–11:30	**Coffee break**



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11:30–11:45	Features (continued)
11:45–12:53	Editing
12:53–14:00	Writing practice

Day 4: Design and Email

09:00–10:08	Layout basics
10:08–11:00	Email newsletters
11:00–11:30	**Coffee break**
11:30–11:45	Email newsletters (continued)
11:45–12:53	Accessibility
12:53–14:00	Critique

Day 5: Measurement

09:00–10:08	Open and read metrics
10:08–11:00	Reader surveys
11:00–11:30	**Coffee break**
11:30–11:45	Reader surveys (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)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**€3,150.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
London Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,450.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,540.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Cape Town Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,890.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Rome Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Barcelona Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,840.–**
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	5 Apr 2027	9 Apr 2027	**€3,150.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Vienna Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,940.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	17 May 2027	21 May 2027	**€2,860.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,450.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Dubai Confirmed dates	28 Jun 2027	2 Jul 2027	**€3,150.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.–**
Cape Town Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,890.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,840.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,650.-**
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.-**
Rome Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,650.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Vienna Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,940.-**
Online Confirmed dates	29 Nov 2027	3 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