

PUBLIC RELATIONS | COURSE BROCHURE

Parliamentary and Ministerial Engagement

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

Organisations that engage effectively with parliaments, ministers and senior officials can shape policy and protect their interests. This course covers how legislative and executive processes work, mapping political stakeholders, preparing briefings, meetings with officials, giving evidence to committees and ethical, transparent engagement.

Policy decisions affect organisations deeply, yet many engage too late or poorly. You will learn to engage early and credibly.

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

Political mapping, briefing writing, mock committee hearings and case studies.

Course objectives

By the end of this course, participants will be able to:
• Explain legislative and executive decision processes
• Map political and official stakeholders
• Write effective policy briefings
• Prepare for meetings with ministers and officials
• Give evidence to committees
• Engage ethically and transparently

Target audience

This course is suitable for:
• Government relations managers
• Public affairs professionals
• Senior executives
• Policy advisors
• Communication directors



Course content

Target competencies

Participants will develop competencies in:

- Political mapping
- Briefing writing
- Meeting preparation
- Evidence giving
- Ethical engagement

Course outline

Day 1: Policy Processes

09:00–10:08	Legislative process
10:08–11:00	Executive decisions
11:00–11:30	**Coffee break**
11:30–11:45	Executive decisions (continued)
11:45–12:53	Timing
12:53–14:00	Exercise

Day 2: Stakeholder Mapping

09:00–10:08	Political mapping
10:08–11:00	Officials
11:00–11:30	**Coffee break**
11:30–11:45	Officials (continued)
11:45–12:53	Influencers
12:53–14:00	Workshop

Day 3: Briefings

09:00–10:08	Policy briefs
10:08–11:00	Asks and evidence
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Asks and evidence (continued)
11:45–12:53	Formats
12:53–14:00	Writing practice

Day 4: Meetings and Hearings

09:00–10:08	Ministerial meetings
10:08–11:00	Committee evidence
11:00–11:30	**Coffee break**
11:30–11:45	Committee evidence (continued)
11:45–12:53	Follow-up
12:53–14:00	Mock hearing

Day 5: Ethics and Strategy

09:00–10:08	Transparency rules
10:08–11:00	Lobbying codes
11:00–11:30	**Coffee break**
11:30–11:45	Lobbying codes (continued)
11:45–12:53	Engagement 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)
Rome Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,450.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Cape Town Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,890.-**
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.–**
Cape Town Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,890.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Barcelona Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,840.–**
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.–**
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.-**
Frankfurt Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,650.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Paris Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,860.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,650.-**
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.-**
Dubai Confirmed dates	30 Aug 2027	3 Sept 2027	**€3,150.-**
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.-**
Vienna Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,940.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,540.-**
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)
Vienna Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,940.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,450.-**
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