

MARKETING & COMMUNICATION | COURSE BROCHURE

Persuasive Communication and Influence

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Influence is the ability to change minds and actions without relying on authority. This course teaches persuasive communication: understanding audiences, principles of influence, building credible arguments, emotional and logical appeals, framing, overcoming resistance and ethical persuasion.

Good ideas only succeed when others are persuaded to support them. You will learn ethical techniques to influence more effectively.

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

Influence exercises, argument building workshops, role plays and case studies.

Course objectives

By the end of this course, participants will be able to:
• Analyse audiences and their motivations
• Apply principles of influence ethically
• Build logical, evidence-based arguments
• Use stories and emotion appropriately
• Frame messages for different audiences
• Overcome resistance and objections

Target audience

This course is suitable for:
• Managers and professionals
• Project leaders
• Sales and business development staff
• Communication professionals
• Advisers and consultants



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Target competencies

Participants will develop competencies in:

- Audience analysis
- Argumentation
- Framing
- Storytelling
- Handling resistance

Course outline

Day 1: Foundations of Influence

09:00–10:08	Influence versus authority
10:08–11:00	Principles of persuasion
11:00–11:30	**Coffee break**
11:30–11:45	Principles of persuasion (continued)
11:45–12:53	Ethics
12:53–14:00	Exercise

Day 2: Audiences

09:00–10:08	Motivations and concerns
10:08–11:00	Stakeholder styles
11:00–11:30	**Coffee break**
11:30–11:45	Stakeholder styles (continued)
11:45–12:53	Adapting messages
12:53–14:00	Workshop

Day 3: Arguments

09:00–10:08	Logic and evidence
10:08–11:00	Structure
11:00–11:30	**Coffee break**



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11:30–11:45	Structure (continued)
11:45–12:53	Stories and emotion
12:53–14:00	Exercise

Day 4: Framing and Resistance

09:00–10:08	Framing
10:08–11:00	Objections
11:00–11:30	**Coffee break**
11:30–11:45	Objections (continued)
11:45–12:53	Building agreement
12:53–14:00	Role plays

Day 5: Applying Influence

09:00–10:08	Meetings
10:08–11:00	Written persuasion
11:00–11:30	**Coffee break**
11:30–11:45	Written persuasion (continued)
11:45–12:53	Personal plan
12:53–14:00	Final role play

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.–**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,540.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Vienna Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,940.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Dubai Confirmed dates	1 Feb 2027	5 Feb 2027	**€3,150.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,890.–**



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.-**
London Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,450.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.-**
Barcelona Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,840.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Cape Town Confirmed dates	10 May 2027	14 May 2027	**€1,890.-**
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.-**
London Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,450.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Rome Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Dubai Confirmed dates	26 Jul 2027	30 Jul 2027	**€3,150.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Frankfurt 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.-**
Barcelona Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,840.-**
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.-**
Vienna Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,940.-**
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)
Istanbul Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Rome Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
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

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View the latest course details online