

PUBLIC RELATIONS | COURSE BROCHURE

Photography and Video for PR Teams

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

PR teams increasingly produce their own photos and videos for news, social media and internal channels. This course covers visual storytelling, smartphone and camera basics, composition, lighting and sound, interview filming, editing basics, event coverage and managing image rights and consent.

Good visual content no longer needs a big agency budget. You will learn to create professional photos and videos in-house.

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

Hands-on shooting with smartphones, editing exercises, event coverage practice and critiques.

Course objectives

By the end of this course, participants will be able to:
• Plan visual stories for PR
• Use camera and smartphone settings effectively
• Apply composition and lighting principles
• Record good-quality sound and interviews
• Edit short videos
• Manage image rights and consent

Target audience

This course is suitable for:
• PR and communication officers
• Social media staff
• Content creators
• Internal communication staff
• Event teams



Course content

Target competencies

Participants will develop competencies in:
- Visual planning
- Photography
- Video production
- Editing
- Rights management

Course outline

Day 1: Visual Content

09:00–10:08	Uses in PR
10:08–11:00	Visual storytelling
11:00–11:30	**Coffee break**
11:30–11:45	Visual storytelling (continued)
11:45–12:53	Shot lists
12:53–14:00	Exercise

Day 2: Photography

09:00–10:08	Composition
10:08–11:00	Lighting
11:00–11:30	**Coffee break**
11:30–11:45	Lighting (continued)
11:45–12:53	Smartphone techniques
12:53–14:00	Practice shoot

Day 3: Video

09:00–10:08	Framing
10:08–11:00	Sound
11:00–11:30	**Coffee break**



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11:30–11:45	Sound (continued)
11:45–12:53	Interviews
12:53–14:00	Practice shoot

Day 4: Editing

09:00–10:08	Editing basics
10:08–11:00	Captions
11:00–11:30	**Coffee break**
11:30–11:45	Captions (continued)
11:45–12:53	Formats
12:53–14:00	Hands-on

Day 5: Events and Rights

09:00–10:08	Event coverage
10:08–11:00	Consent and rights
11:00–11:30	**Coffee break**
11:30–11:45	Consent and rights (continued)
11:45–12:53	Asset libraries
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	9 Nov 2026	13 Nov 2026	**€1,890.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Vienna Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,940.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Rome Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Frankfurt Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,650.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Paris Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,860.–**



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.-**
Rome Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,450.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
London Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Vienna Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,940.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,450.-**
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)
London Confirmed dates	17 May 2027	21 May 2027	**€2,450.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Istanbul Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,650.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Rome Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,450.-**
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.-**
Barcelona Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,840.-**



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.-**
Dubai Confirmed dates	23 Aug 2027	27 Aug 2027	**€3,150.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,540.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Dubai Confirmed dates	4 Oct 2027	8 Oct 2027	**€3,150.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,890.-**
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)
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Barcelona Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,840.-**
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