

PUBLIC RELATIONS | COURSE BROCHURE

PR Team Leadership

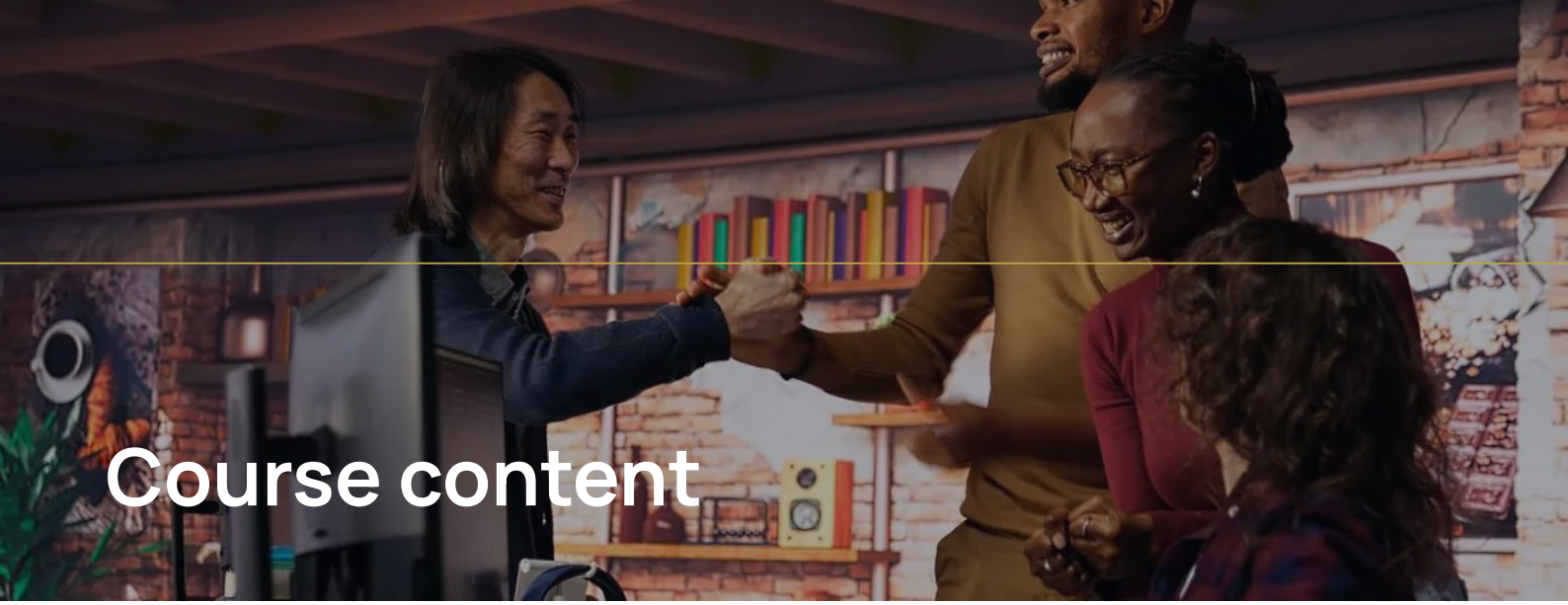
5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

Leading a PR team requires strategic thinking, people leadership and strong relationships with executives. This course covers PR leadership roles, building and structuring teams, setting priorities, managing workload and pressure, developing team skills, advising executives, budgets and demonstrating value.

PR leaders must balance daily demands with strategy. You will learn to lead a high-performing communication team.

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

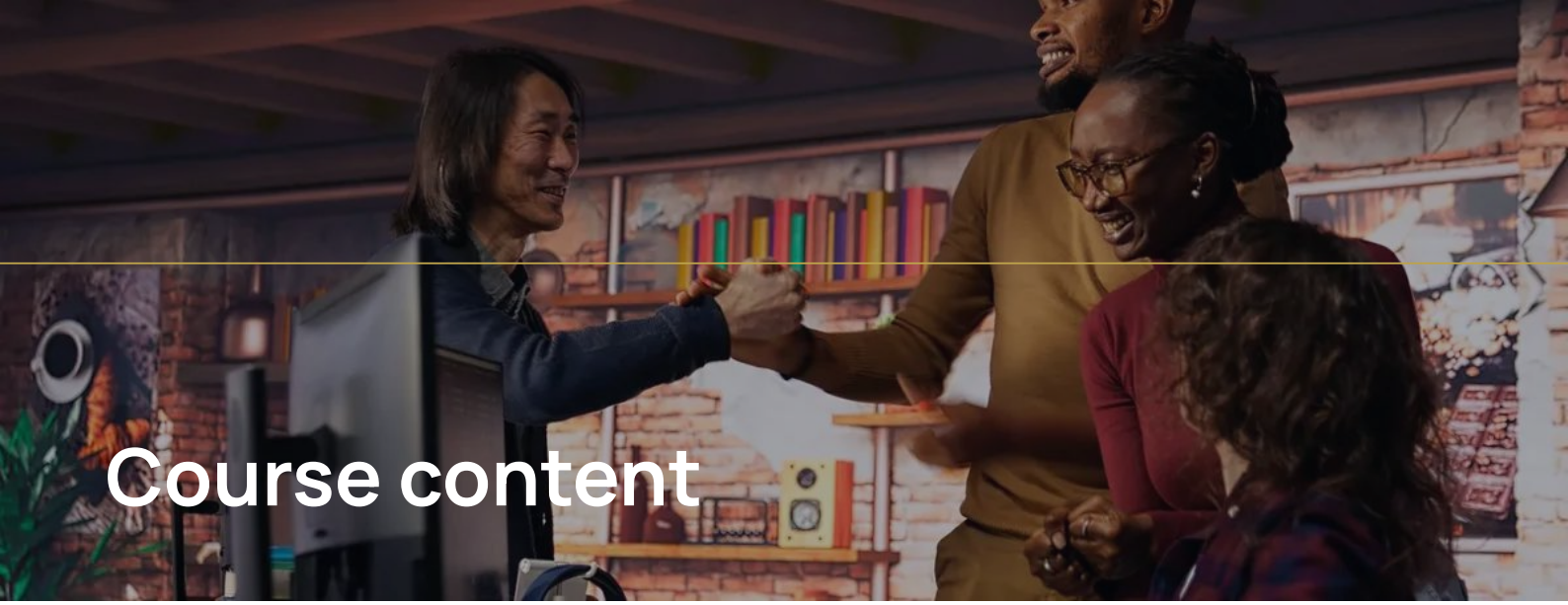
Leadership self-assessment, team design workshops, executive advisory role plays and case studies.

Course objectives

By the end of this course, participants will be able to:
• Define the role of the PR leader
• Structure and build communication teams
• Set priorities and manage workload
• Develop team skills and careers
• Advise executives with confidence
• Manage budgets and demonstrate value

Target audience

This course is suitable for:
• PR and communication managers
• Heads of communication
• Senior PR professionals
• Agency team leaders
• Corporate affairs managers



Course content

Target competencies

Participants will develop competencies in:

- Team leadership
- Prioritisation
- People development
- Executive advisory
- Value demonstration

Course outline

Day 1: PR Leadership

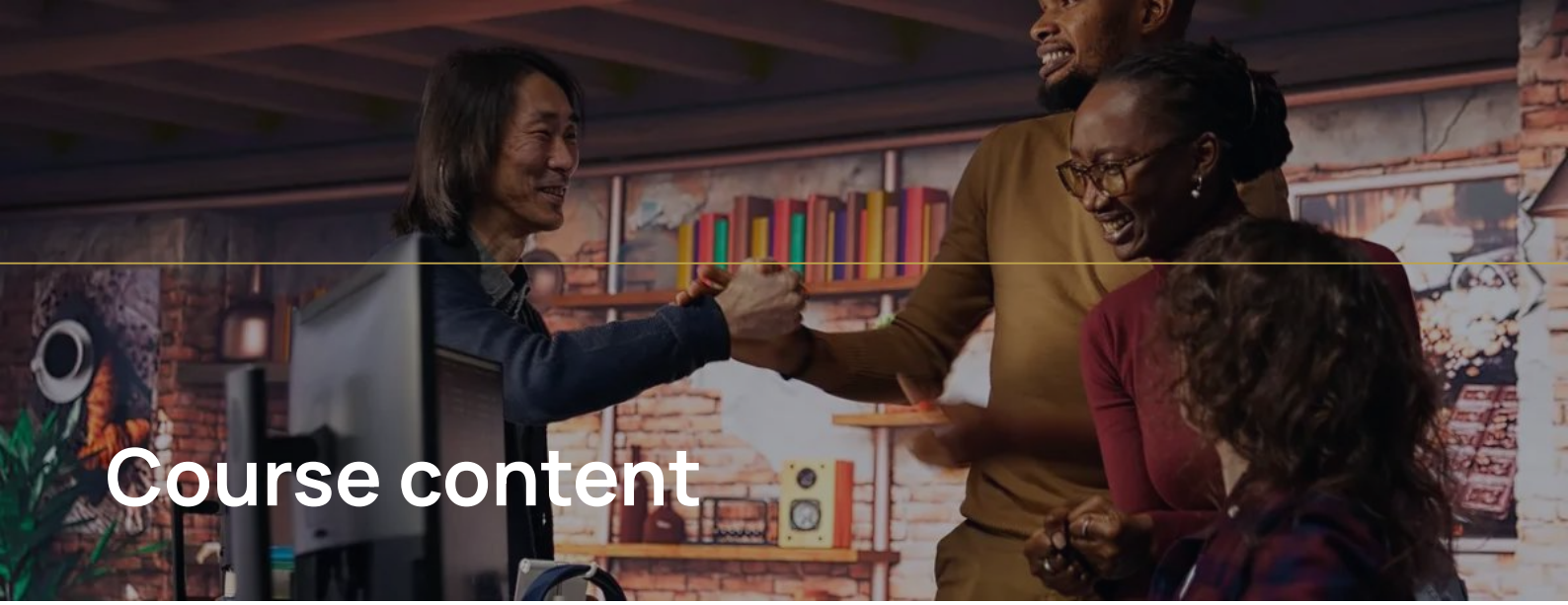
09:00–10:08	Leadership role
10:08–11:00	Self-assessment
11:00–11:30	**Coffee break**
11:30–11:45	Self-assessment (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Team Structure

09:00–10:08	Team models
10:08–11:00	Roles
11:00–11:30	**Coffee break**
11:30–11:45	Roles (continued)
11:45–12:53	Recruitment
12:53–14:00	Workshop

Day 3: Priorities and Pressure

09:00–10:08	Prioritisation
10:08–11:00	Workload
11:00–11:30	**Coffee break**



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11:30–11:45	Workload (continued)
11:45–12:53	Wellbeing
12:53–14:00	Exercise

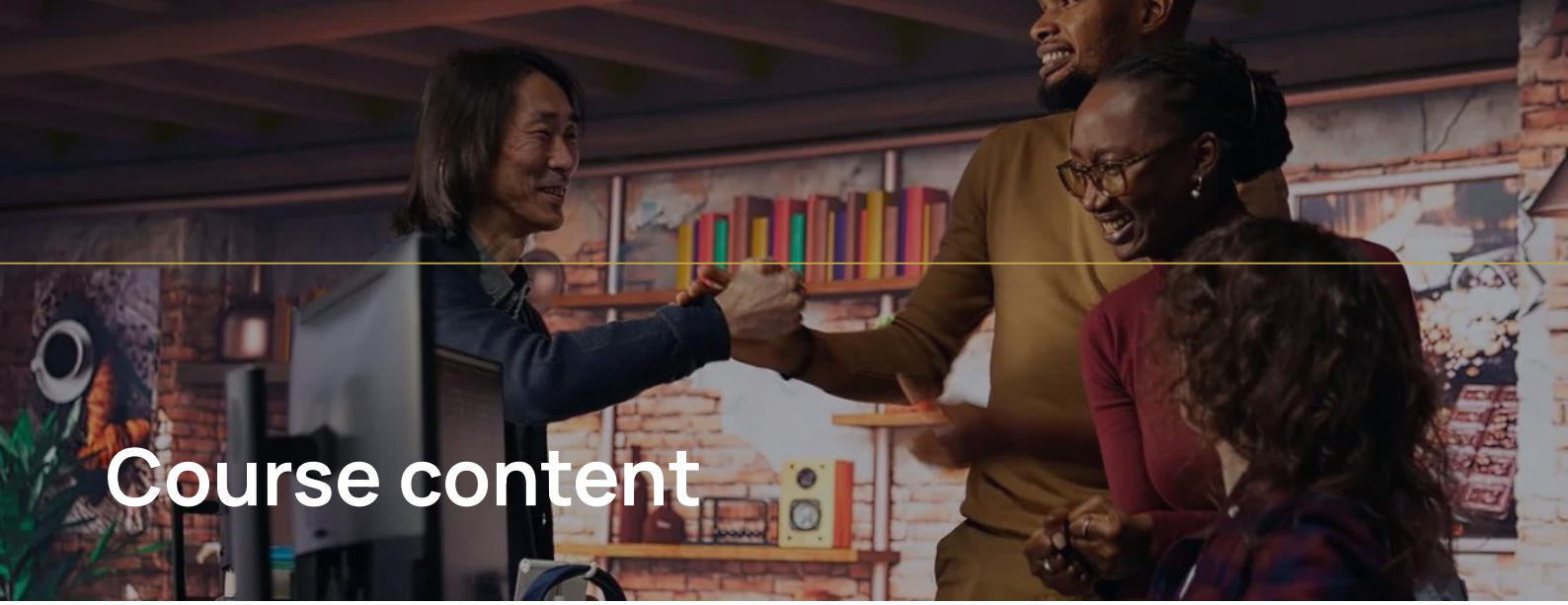
Day 4: Developing People

09:00–10:08	Skills frameworks
10:08–11:00	Coaching
11:00–11:30	**Coffee break**
11:30–11:45	Coaching (continued)
11:45–12:53	Careers
12:53–14:00	Role play

Day 5: Executives and Value

09:00–10:08	Advising executives
10:08–11:00	Budgets
11:00–11:30	**Coffee break**
11:30–11:45	Budgets (continued)
11:45–12:53	Demonstrating value
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.

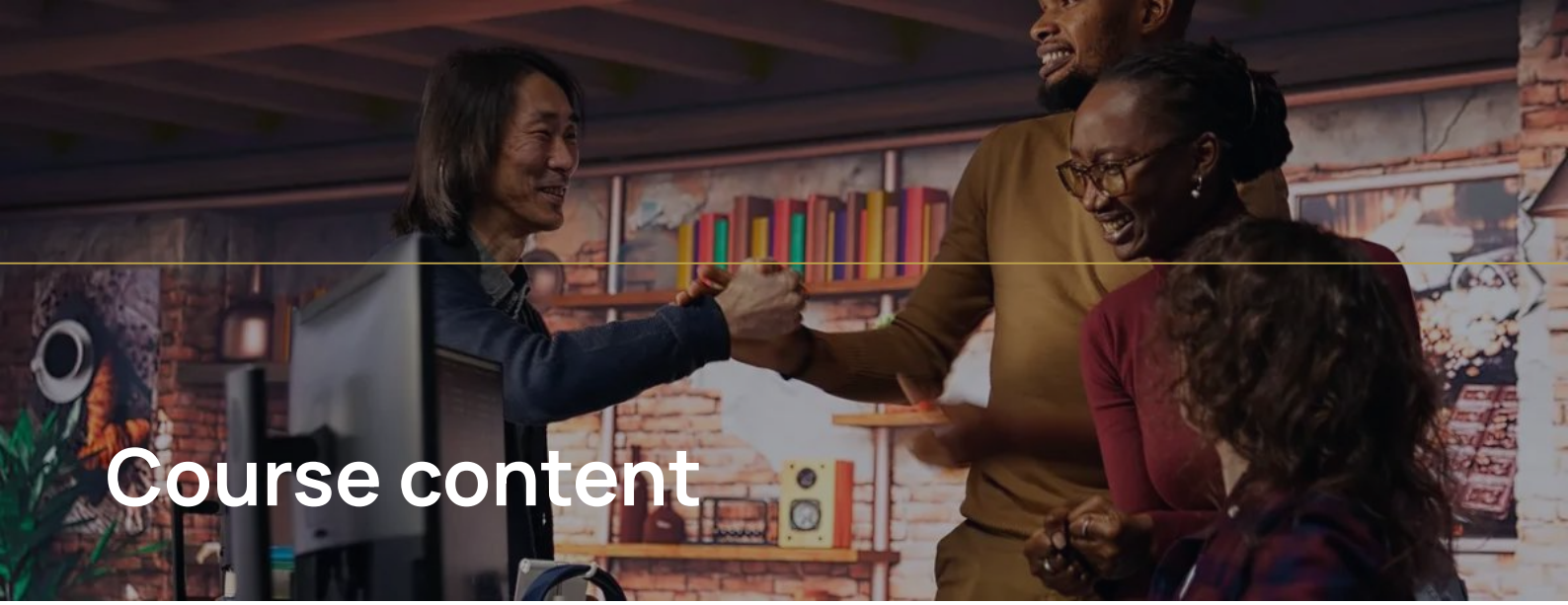


Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

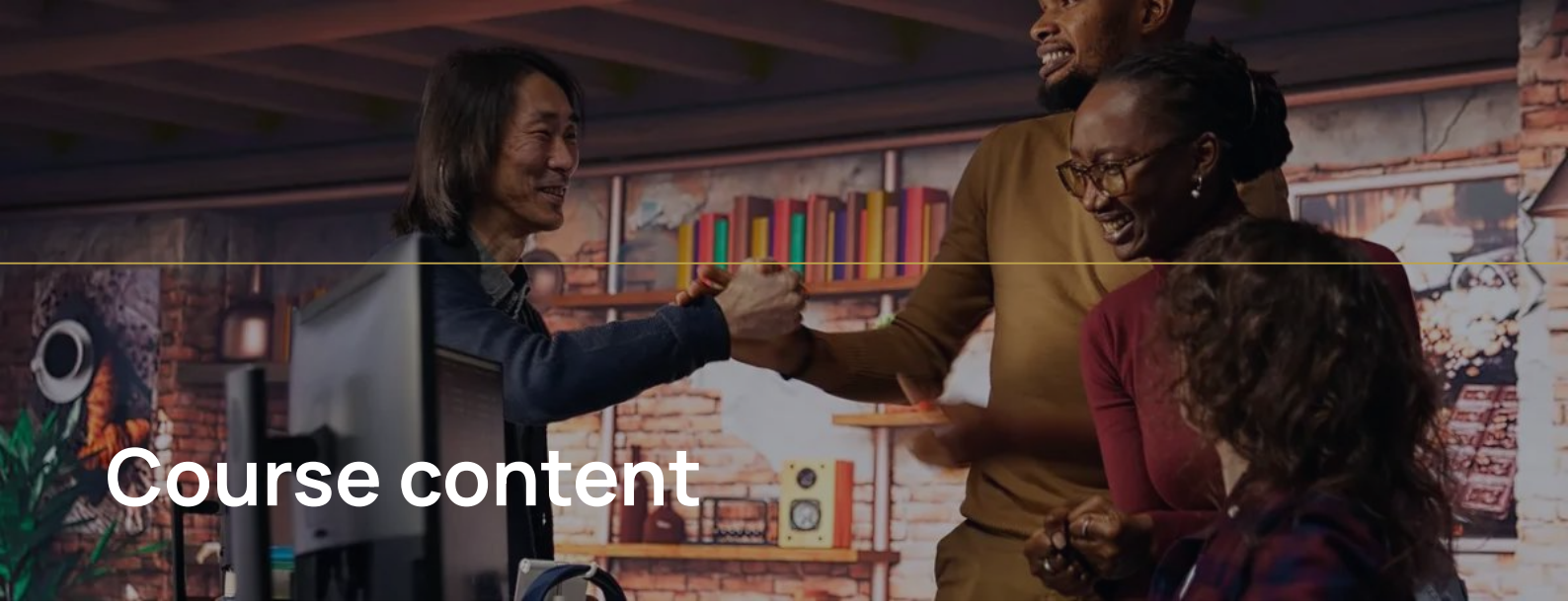
Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,890.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Vienna Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,940.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
London Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Rome Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,890.–**



Course content

Dates, venues and fees (continued)

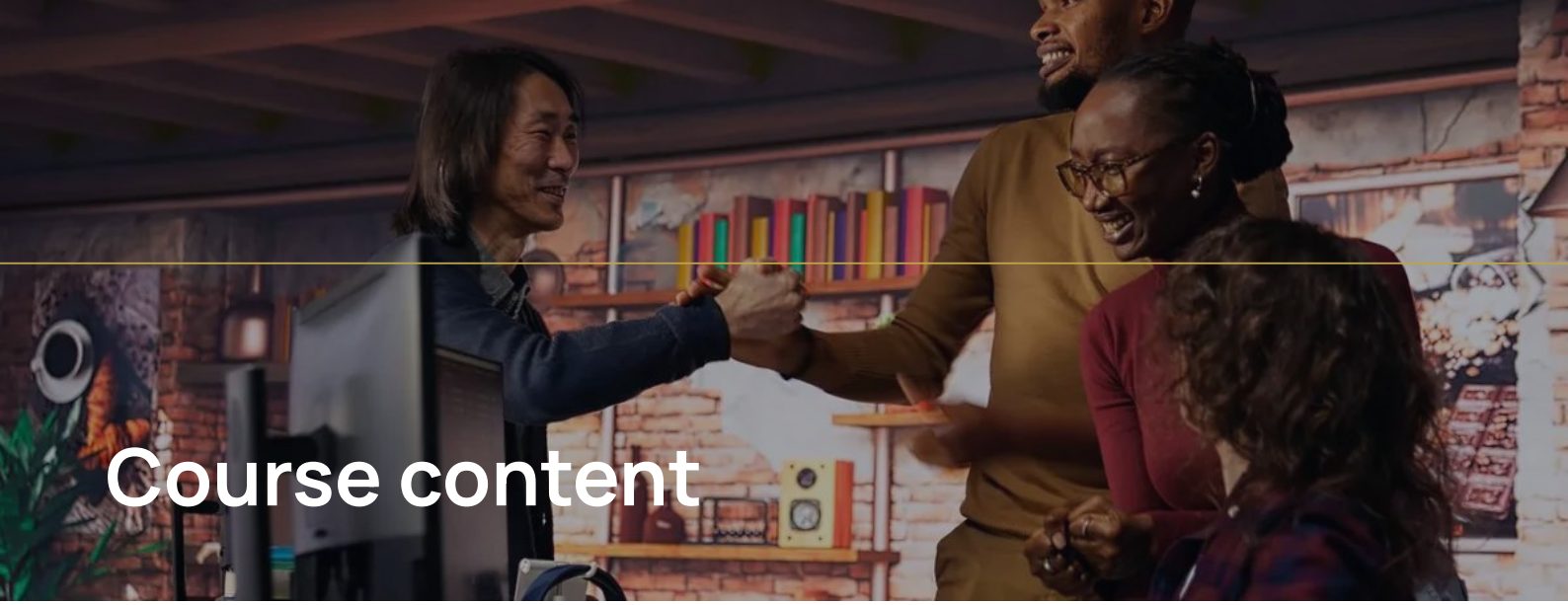
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Barcelona Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,840.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Amsterdam Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,540.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Dubai Confirmed dates	26 Apr 2027	30 Apr 2027	**€3,150.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**€2,650.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

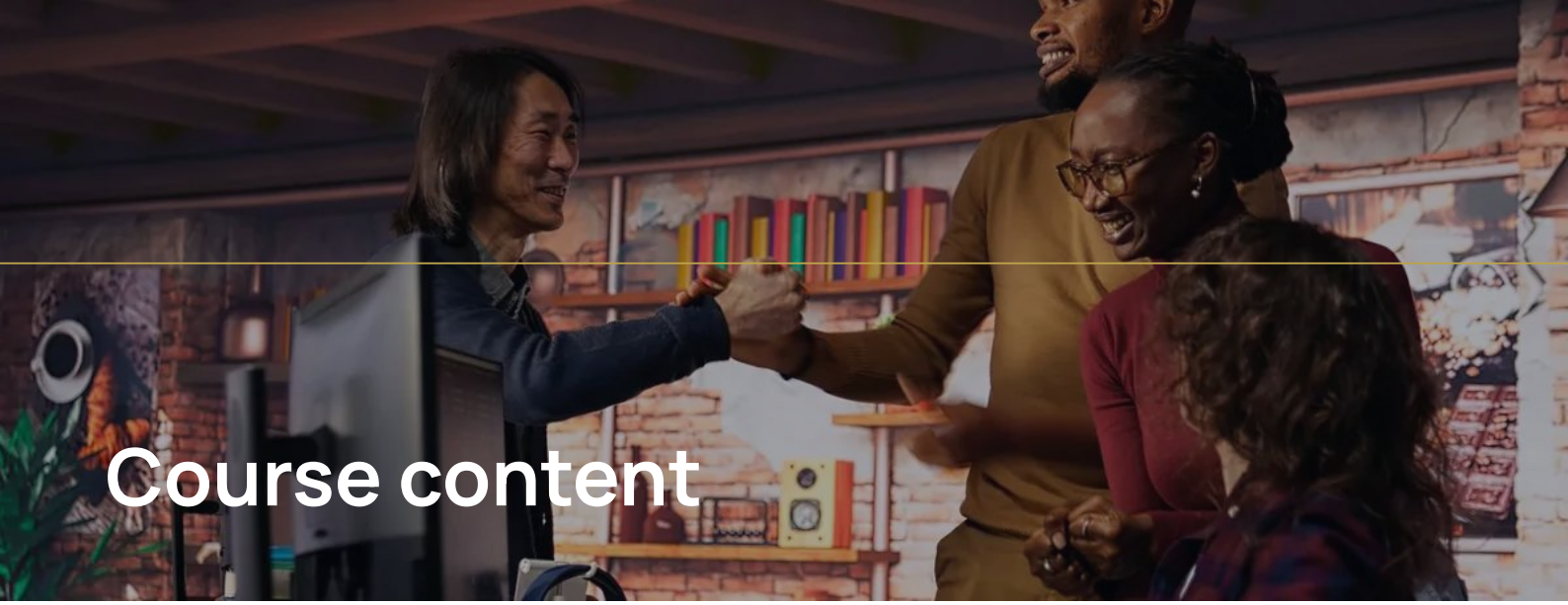
Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	31 May 2027	4 Jun 2027	**€2,940.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,890.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Paris Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,860.-**



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.-**
Rome Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,450.-**
Online Confirmed dates	27 Sept 2027	1 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.-**
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,840.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Frankfurt Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.-**
Online Confirmed dates	13 Dec 2027	17 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