

PUBLIC RELATIONS | COURSE BROCHURE

Public Information and Citizen Engagement

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Governments and public bodies must inform citizens clearly and involve them in decisions. This course covers public information principles, plain language, accessible communication, public consultations, participatory approaches, digital engagement and evaluating engagement outcomes.

Citizens trust institutions that communicate openly and listen. You will learn to inform and engage the public 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

Plain language rewriting, consultation design, digital engagement planning and case studies.

Course objectives

By the end of this course, participants will be able to:
• Apply public information principles
• Write in plain, accessible language
• Design public consultations
• Use participatory engagement methods
• Engage citizens through digital channels
• Evaluate engagement outcomes

Target audience

This course is suitable for:
• Government communication officers
• Public engagement specialists
• Policy officers
• Municipal staff
• PR professionals in public bodies



Course content

Target competencies

Participants will develop competencies in:

- Plain language
- Accessibility
- Consultation design
- Participation
- Evaluation

Course outline

Day 1: Public Information

09:00–10:08	Right to information
10:08–11:00	Principles
11:00–11:30	**Coffee break**
11:30–11:45	Principles (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Plain Language

09:00–10:08	Plain language rules
10:08–11:00	Accessible formats
11:00–11:30	**Coffee break**
11:30–11:45	Accessible formats (continued)
11:45–12:53	Translation
12:53–14:00	Rewriting practice

Day 3: Consultations

09:00–10:08	Consultation design
10:08–11:00	Methods
11:00–11:30	**Coffee break**



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11:30–11:45	Methods (continued)
11:45–12:53	Analysis
12:53–14:00	Workshop

Day 4: Participation

09:00–10:08	Participatory methods
10:08–11:00	Digital engagement
11:00–11:30	**Coffee break**
11:30–11:45	Digital engagement (continued)
11:45–12:53	Inclusion
12:53–14:00	Exercise

Day 5: Evaluation

09:00–10:08	Engagement metrics
10:08–11:00	Reporting back
11:00–11:30	**Coffee break**
11:30–11:45	Reporting back (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)
Paris Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,860.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Dubai Confirmed dates	30 Nov 2026	4 Dec 2026	**€3,150.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Barcelona Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,840.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Frankfurt Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.–**



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.–**
Vienna Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,940.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Amsterdam Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,540.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,890.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Rome Confirmed dates	3 May 2027	7 May 2027	**€2,450.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	24 May 2027	28 May 2027	**€2,650.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Cape Town Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,890.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Vienna Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,940.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
London Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,450.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Rome Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,450.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**€3,150.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Rome Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,890.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,840.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.-**
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