

PUBLIC RELATIONS | COURSE BROCHURE

Reputation Audits

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

A reputation audit measures how stakeholders perceive an organisation and why. This course covers audit planning, stakeholder selection, perception research, media and online analysis, comparing perception with reality, identifying reputation gaps and producing a prioritised reputation improvement plan.

Organisations often misjudge their own reputation. You will learn to measure it objectively.

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

Audit planning exercises, interview practice, media analysis and report writing.

Course objectives

By the end of this course, participants will be able to:
• Plan a reputation audit
• Select stakeholders for research
• Conduct perception research
• Analyse media and online reputation
• Identify reputation gaps
• Produce a reputation improvement plan

Target audience

This course is suitable for:
• Corporate communication managers
• PR consultants
• Brand managers
• Research analysts
• Corporate affairs staff



Course content

Target competencies

Participants will develop competencies in:

- Audit planning
- Perception research
- Media analysis
- Gap analysis
- Improvement planning

Course outline

Day 1: Reputation Audits

09:00–10:08	Purpose
10:08–11:00	Frameworks
11:00–11:30	**Coffee break**
11:30–11:45	Frameworks (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Planning

09:00–10:08	Scope
10:08–11:00	Stakeholder selection
11:00–11:30	**Coffee break**
11:30–11:45	Stakeholder selection (continued)
11:45–12:53	Methods
12:53–14:00	Workshop

Day 3: Perception Research

09:00–10:08	Interviews
10:08–11:00	Surveys
11:00–11:30	**Coffee break**



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11:30–11:45	Surveys (continued)
11:45–12:53	Analysis
12:53–14:00	Practice

Day 4: Media Analysis

09:00–10:08	Coverage analysis
10:08–11:00	Online reputation
11:00–11:30	**Coffee break**
11:30–11:45	Online reputation (continued)
11:45–12:53	Benchmarks
12:53–14:00	Exercise

Day 5: Gaps and Plans

09:00–10:08	Perception versus reality
10:08–11:00	Prioritisation
11:00–11:30	**Coffee break**
11:30–11:45	Prioritisation (continued)
11:45–12:53	Improvement 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)
London Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,450.-**
Online Confirmed dates	9 Nov 2026	13 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.-**
Amsterdam Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,540.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Frankfurt Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,650.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Vienna Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,940.-**



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.-**
Vienna Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,940.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.-**
Online Confirmed dates	12 Apr 2027	16 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.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	17 May 2027	21 May 2027	**€1,890.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
London Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,890.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,450.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Rome Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**



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.-**
Cape Town Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,890.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,840.-**
Online Confirmed dates	13 Sept 2027	17 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.-**
Barcelona Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,840.-**
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)
Paris Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,860.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Dubai Confirmed dates	29 Nov 2027	3 Dec 2027	**€3,150.-**
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