

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Security Awareness Programme Design and Phishing Prevention

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

Human error remains a leading cause of cyber incidents. This course shows how to design and run effective security awareness programmes that change behaviour, including risk-based content, phishing simulations, engaging communication, role-specific training, measurement and building a positive security culture.

Annual compliance training rarely changes behaviour. This course helps you build an awareness programme that measurably reduces human cyber risk.

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

The course uses programme design workshops, phishing simulation demonstrations, content creation exercises and metrics case studies.

Course objectives

By the end of this course, participants will be able to:
• Explain human factors in cyber risk
• Design a risk-based security awareness programme
• Plan and run ethical phishing simulations
• Create engaging security content and campaigns
• Measure behaviour change and programme effectiveness
• Build a positive security culture

Target audience

This course is suitable for:
• Information security professionals
• Security awareness managers
• IT managers
• HR and learning professionals
• Communications professionals



Course content

Target competencies

Participants will develop competencies in:

- Human risk analysis
- Programme design
- Phishing simulation
- Security communication
- Behaviour measurement
- Security culture

Course outline

Day 1: Human Cyber Risk

09:00–09:54	Social engineering tactics
09:54–10:48	Why people click
10:48–11:00	Behavioural science basics
11:00–11:30	**Coffee break**
11:30–12:12	Behavioural science basics (continued)
12:12–13:06	Regulatory requirements
13:06–14:00	Exercise: Human risk assessment

Day 2: Programme Design

09:00–09:54	Objectives and audiences
09:54–10:48	Risk-based topics
10:48–11:00	Role-specific training
11:00–11:30	**Coffee break**
11:30–12:12	Role-specific training (continued)
12:12–13:06	Annual plan
13:06–14:00	Workshop: Programme plan



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Day 3: Phishing Simulations

09:00–09:54	Simulation design
09:54–10:48	Ethics and fairness
10:48–11:00	Reporting culture
11:00–11:30	**Coffee break**
11:30–12:12	Reporting culture (continued)
12:12–13:06	Follow-up training
13:06–14:00	Demonstration: Phishing campaign

Day 4: Engaging Content

09:00–09:54	Campaigns and storytelling
09:54–10:48	Microlearning and gamification
10:48–11:00	Leader involvement
11:00–11:30	**Coffee break**
11:30–12:12	Leader involvement (continued)
12:12–13:06	Champions networks
13:06–14:00	Exercise: Creating a campaign

Day 5: Measurement and Culture

09:00–09:54	Metrics beyond completion rates
09:54–10:48	Security culture surveys
10:48–11:00	Reporting to management
11:00–11:30	**Coffee break**
11:30–12:12	Reporting to management (continued)
12:12–13:06	Continuous improvement
13:06–14:00	Capstone: Awareness programme

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

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

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,650.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Amsterdam Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,540.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Singapore Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,820.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
London Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	11 Jan 2027	15 Jan 2027	**€3,150.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Frankfurt Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,650.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Cape Town Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,890.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,450.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Paris Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,860.–**



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.-**
Istanbul Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,650.-**
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.-**
Rome Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,450.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.-**
Singapore Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,820.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**
Frankfurt Confirmed dates	24 May 2027	28 May 2027	**€2,650.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Barcelona Confirmed dates	31 May 2027	4 Jun 2027	**€2,840.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,450.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Paris Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,860.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,650.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,540.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Rome Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,820.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
London Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Dubai Confirmed dates	13 Sept 2027	17 Sept 2027	**€3,150.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Frankfurt Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,890.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,450.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Paris Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,860.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Istanbul Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,650.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Amsterdam Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,540.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,940.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**
Singapore Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,820.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**



Course content

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