

PUBLIC RELATIONS | COURSE BROCHURE

Social Listening and Sentiment Analysis

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

Social listening reveals what people really think about organisations, issues and competitors. This course covers listening strategies, tools, building search queries, sentiment analysis and its limits, identifying influencers and trends, turning insights into action and reporting to management.

Organisations that listen spot issues and opportunities early. You will learn to turn online conversation into insight.

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

Query building exercises, tool demonstrations, sentiment coding practice and insight reports.

Course objectives

By the end of this course, participants will be able to:
• Develop a social listening strategy
• Select and use listening tools
• Build effective search queries
• Analyse sentiment and its limitations
• Identify influencers, topics and trends
• Turn insights into recommendations

Target audience

This course is suitable for:
• Social media managers
• PR and communication analysts
• Marketing professionals
• Customer experience staff
• Research analysts



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Target competencies

Participants will develop competencies in:

- Listening strategy
- Query building
- Sentiment analysis
- Trend detection
- Insight reporting

Course outline

Day 1: Listening Foundations

09:00–10:08	Monitoring versus listening
10:08–11:00	Use cases
11:00–11:30	**Coffee break**
11:30–11:45	Use cases (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Tools and Queries

09:00–10:08	Tool landscape
10:08–11:00	Boolean queries
11:00–11:30	**Coffee break**
11:30–11:45	Boolean queries (continued)
11:45–12:53	Noise reduction
12:53–14:00	Hands-on

Day 3: Sentiment

09:00–10:08	Sentiment methods
10:08–11:00	Accuracy limits
11:00–11:30	**Coffee break**



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11:30–11:45	Accuracy limits (continued)
11:45–12:53	Manual coding
12:53–14:00	Exercise

Day 4: Influencers and Trends

09:00–10:08	Influencer identification
10:08–11:00	Topic analysis
11:00–11:30	**Coffee break**
11:30–11:45	Topic analysis (continued)
11:45–12:53	Trends
12:53–14:00	Workshop

Day 5: Insights

09:00–10:08	From data to insight
10:08–11:00	Reporting
11:00–11:30	**Coffee break**
11:30–11:45	Reporting (continued)
11:45–12:53	Action
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)
Amsterdam Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,540.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Barcelona Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,840.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
London Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,450.–**
Online Confirmed dates	11 Jan 2027	15 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.–**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.–**



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.–**
Rome Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Dubai Confirmed dates	29 Mar 2027	2 Apr 2027	**€3,150.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Rome Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,450.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Vienna Confirmed dates	10 May 2027	14 May 2027	**€2,940.–**
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)
Cape Town Confirmed dates	31 May 2027	4 Jun 2027	**€1,890.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Barcelona Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,840.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Frankfurt Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,650.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
Vienna Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,940.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**
Cape Town Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,890.–**



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.-**
Paris Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,860.-**
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	11 Oct 2027	15 Oct 2027	**€2,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Dubai Confirmed dates	1 Nov 2027	5 Nov 2027	**€3,150.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**€3,150.-**
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

info@smart-horizon.eu
Amsterdam
The Netherlands

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