

PUBLIC RELATIONS | COURSE BROCHURE

Stakeholder Mapping and Engagement

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Organisations succeed when they understand and engage the people who affect or are affected by their decisions. This course covers identifying stakeholders, mapping influence and interest, understanding stakeholder concerns, engagement planning, consultation methods, managing conflict and measuring engagement.

Overlooked stakeholders can delay projects and damage reputation. You will learn to engage the right people at the right time.

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

Stakeholder mapping workshops, engagement planning, consultation simulations and case studies.

Course objectives

By the end of this course, participants will be able to:
• Identify relevant stakeholders
• Map influence, interest and attitudes
• Understand stakeholder concerns
• Plan engagement approaches
• Run consultations effectively
• Manage conflict and measure engagement

Target audience

This course is suitable for:
• Communication and PR managers
• Project managers
• Government relations staff
• CSR professionals
• Senior managers



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Target competencies

Participants will develop competencies in:

- Stakeholder identification
- Mapping
- Engagement planning
- Consultation
- Conflict management

Course outline

Day 1: Stakeholder Thinking

09:00–10:08	Who stakeholders are
10:08–11:00	Why engagement matters
11:00–11:30	**Coffee break**
11:30–11:45	Why engagement matters (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Mapping

09:00–10:08	Influence and interest
10:08–11:00	Attitudes
11:00–11:30	**Coffee break**
11:30–11:45	Attitudes (continued)
11:45–12:53	Mapping tools
12:53–14:00	Workshop

Day 3: Planning Engagement

09:00–10:08	Engagement levels
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	Timing
12:53–14:00	Exercise

Day 4: Consultation

09:00–10:08	Consultation design
10:08–11:00	Facilitation
11:00–11:30	**Coffee break**
11:30–11:45	Facilitation (continued)
11:45–12:53	Feedback
12:53–14:00	Simulation

Day 5: Conflict and Measurement

09:00–10:08	Managing opposition
10:08–11:00	Measuring engagement
11:00–11:30	**Coffee break**
11:30–11:45	Measuring engagement (continued)
11:45–12:53	Review
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.–**
Paris Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,860.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**€3,150.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Rome Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,450.–**
Online Confirmed dates	8 Feb 2027	12 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.–**
Vienna Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,940.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Rome Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Frankfurt Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,650.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
London Confirmed dates	17 May 2027	21 May 2027	**€2,450.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	31 May 2027	4 Jun 2027	**€2,450.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Vienna Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,940.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Barcelona Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,840.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Dubai Confirmed dates	2 Aug 2027	6 Aug 2027	**€3,150.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,650.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,540.-**
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	29 Nov 2027	3 Dec 2027	**€2,840.-**
Online Confirmed dates	29 Nov 2027	3 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.-**

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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