

PUBLIC RELATIONS | COURSE BROCHURE

Strategic Communication Planning

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

Strategic communication links communication activity to organisational goals. This course covers situation analysis, setting communication objectives, audience segmentation, messaging frameworks, channel strategy, planning and budgeting, measurement and evaluation and presenting the plan to leadership.

Communication without a strategy wastes effort. You will learn to build plans that deliver measurable results.

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

Planning templates, case-based planning workshops, measurement exercises and plan presentations.

Course objectives

By the end of this course, participants will be able to:
• Analyse the communication situation
• Set measurable communication objectives
• Segment audiences
• Develop messaging frameworks
• Choose channels and plan activity
• Measure and evaluate communication

Target audience

This course is suitable for:
• Communication managers and directors
• PR professionals
• Marketing managers
• Government communication staff
• Corporate affairs staff



Course content

Target competencies

Participants will develop competencies in:

- Situation analysis
- Objective setting
- Audience segmentation
- Planning
- Evaluation

Course outline

Day 1: Strategy Foundations

09:00–10:08	Communication and strategy
10:08–11:00	Planning models
11:00–11:30	**Coffee break**
11:30–11:45	Planning models (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Analysis and Objectives

09:00–10:08	Situation analysis
10:08–11:00	SMART objectives
11:00–11:30	**Coffee break**
11:30–11:45	SMART objectives (continued)
11:45–12:53	Alignment
12:53–14:00	Workshop

Day 3: Audiences and Messages

09:00–10:08	Segmentation
10:08–11:00	Insights
11:00–11:30	**Coffee break**



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11:30–11:45	Insights (continued)
11:45–12:53	Messaging framework
12:53–14:00	Exercise

Day 4: Channels and Plans

09:00–10:08	Channel strategy
10:08–11:00	Timelines
11:00–11:30	**Coffee break**
11:30–11:45	Timelines (continued)
11:45–12:53	Budgets
12:53–14:00	Workshop

Day 5: Measurement

09:00–10:08	Evaluation frameworks
10:08–11:00	KPIs
11:00–11:30	**Coffee break**
11:30–11:45	KPIs (continued)
11:45–12:53	Presenting the 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.-**
Barcelona Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,840.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Rome Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,540.-**
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.–**
Cape Town Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,890.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.–**
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.–**
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)
Frankfurt Confirmed dates	17 May 2027	21 May 2027	**€2,650.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,450.-**
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.-**
Rome Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,450.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,650.-**



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.-**
Vienna Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,940.-**
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.-**
London Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Rome Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
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	8 Nov 2027	12 Nov 2027	**€2,840.-**
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

info@smart-horizon.eu
Amsterdam
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