

PUBLIC RELATIONS | COURSE BROCHURE

Strategic Messaging Frameworks

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

A messaging framework keeps everyone saying the same thing, consistently and persuasively. This course covers building message houses, core narratives, audience-specific messages, proof points, testing messages, message governance and keeping messages fresh across campaigns and channels.

Inconsistent messages confuse audiences and weaken brands. You will learn to build frameworks everyone can use.

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

Message house workshops, message testing exercises, audience adaptation and peer review.

Course objectives

By the end of this course, participants will be able to:
• Explain the role of messaging frameworks
• Build a message house
• Develop a core narrative
• Adapt messages for different audiences
• Support messages with proof points
• Test and govern messaging

Target audience

This course is suitable for:
• Communication and PR managers
• Marketing and brand managers
• Corporate affairs staff
• Spokespeople
• Content teams



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Target competencies

Participants will develop competencies in:

- Message architecture
- Narrative development
- Audience adaptation
- Proof points
- Message testing

Course outline

Day 1: Messaging Foundations

09:00–10:08	Why frameworks matter
10:08–11:00	Examples
11:00–11:30	**Coffee break**
11:30–11:45	Examples (continued)
11:45–12:53	Common failures
12:53–14:00	Exercise

Day 2: Message House

09:00–10:08	Umbrella message
10:08–11:00	Pillars
11:00–11:30	**Coffee break**
11:30–11:45	Pillars (continued)
11:45–12:53	Proof points
12:53–14:00	Workshop

Day 3: Narrative

09:00–10:08	Core narrative
10:08–11:00	Tone
11:00–11:30	**Coffee break**



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11:30–11:45	Tone (continued)
11:45–12:53	Language
12:53–14:00	Writing practice

Day 4: Audiences

09:00–10:08	Audience adaptation
10:08–11:00	Channels
11:00–11:30	**Coffee break**
11:30–11:45	Channels (continued)
11:45–12:53	Spokespeople
12:53–14:00	Exercise

Day 5: Testing and Governance

09:00–10:08	Message testing
10:08–11:00	Governance
11:00–11:30	**Coffee break**
11:30–11:45	Governance (continued)
11:45–12:53	Refreshing
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)
Barcelona Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,840.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Dubai Confirmed dates	7 Dec 2026	11 Dec 2026	**€3,150.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Cape Town Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,890.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Barcelona Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,840.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Vienna Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,940.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,450.–**
Online Confirmed dates	8 Mar 2027	12 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.–**
Cape Town Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,890.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**€2,650.–**
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)
Rome Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Cape Town Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,890.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Rome Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Dubai Confirmed dates	26 Jul 2027	30 Jul 2027	**€3,150.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Paris Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,860.-**



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.-**
Dubai Confirmed dates	30 Aug 2027	3 Sept 2027	**€3,150.-**
Online Confirmed dates	30 Aug 2027	3 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.-**
Vienna Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,940.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
London Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,450.-**
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)
Amsterdam Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,540.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
London Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
Online Confirmed dates	6 Dec 2027	10 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