

PUBLIC RELATIONS | COURSE BROCHURE

Town Halls and Leadership Forums

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Town halls and leadership forums give employees direct access to leaders. This course covers planning effective town halls, agenda design, preparing leaders, handling live and anonymous questions, hybrid and virtual formats, encouraging participation, following up and measuring impact.

Poorly run town halls can increase cynicism. You will learn to make them open, engaging and useful.

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

Agenda design, leader preparation practice, Q&A simulations and case studies.

Course objectives

By the end of this course, participants will be able to:

- Plan effective town halls and forums
- Design engaging agendas
- Prepare leaders to present and answer questions
- Manage live and anonymous questions
- Run hybrid and virtual formats
- Follow up and measure impact

Target audience

This course is suitable for:

- Internal communication managers
- Executive communication staff
- HR managers
- Event coordinators
- Senior leaders



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Target competencies

Participants will develop competencies in:

- Event planning
- Agenda design
- Leader preparation
- Q&A management
- Follow-up

Course outline

Day 1: Why Town Halls

09:00–10:08	Purpose
10:08–11:00	Common failures
11:00–11:30	**Coffee break**
11:30–11:45	Common failures (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Planning and Agenda

09:00–10:08	Objectives
10:08–11:00	Agenda design
11:00–11:30	**Coffee break**
11:30–11:45	Agenda design (continued)
11:45–12:53	Formats
12:53–14:00	Workshop

Day 3: Leader Preparation

09:00–10:08	Messages
10:08–11:00	Rehearsal
11:00–11:30	**Coffee break**



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11:30–11:45	Rehearsal (continued)
11:45–12:53	Tough questions
12:53–14:00	Practice

Day 4: Running the Event

09:00–10:08	Q&A management
10:08–11:00	Hybrid formats
11:00–11:30	**Coffee break**
11:30–11:45	Hybrid formats (continued)
11:45–12:53	Participation
12:53–14:00	Simulation

Day 5: Follow-Up

09:00–10:08	Answering open questions
10:08–11:00	Feedback
11:00–11:30	**Coffee break**
11:30–11:45	Feedback (continued)
11:45–12:53	Measurement
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)
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**€3,150.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Rome Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.–**
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	25 Jan 2027	29 Jan 2027	**€1,890.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Frankfurt Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.–**



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.-**
Cape Town Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,890.-**
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.-**
London Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,450.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Paris Confirmed dates	3 May 2027	7 May 2027	**€2,860.-**
Online Confirmed dates	3 May 2027	7 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.-**
Vienna Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,940.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Barcelona Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,840.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,890.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,450.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**€3,150.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,540.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Barcelona Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,840.-**
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)
Vienna Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,940.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.-**
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