

PUBLIC RELATIONS | COURSE BROCHURE

Writing for Annual Reports

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Annual reports communicate an organisation's performance, strategy and outlook to investors and stakeholders. This course covers annual report structure and requirements, project planning, the strategic narrative, chairman and CEO statements, presenting performance, design and readability and digital reports.

Annual reports are often long but say little. You will learn to produce clear, compelling reports.

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

Report analysis, narrative workshops, statement drafting, project planning and peer review.

Course objectives

By the end of this course, participants will be able to:
• Understand annual report structure and requirements
• Plan the annual report project
• Develop the strategic narrative
• Draft leadership statements
• Present performance clearly and fairly
• Improve design, readability and digital formats

Target audience

This course is suitable for:
• Corporate communication managers
• Investor relations staff
• Report writers and editors
• Finance and governance staff
• Company secretaries



Course content

Target competencies

Participants will develop competencies in:

- Report planning
- Strategic narrative
- Statement drafting
- Performance presentation
- Readability

Course outline

Day 1: Annual Reports

09:00–10:08	Purpose and audiences
10:08–11:00	Requirements
11:00–11:30	**Coffee break**
11:30–11:45	Requirements (continued)
11:45–12:53	Examples
12:53–14:00	Exercise

Day 2: Planning

09:00–10:08	Project timeline
10:08–11:00	Contributors
11:00–11:30	**Coffee break**
11:30–11:45	Contributors (continued)
11:45–12:53	Approvals
12:53–14:00	Workshop

Day 3: Narrative

09:00–10:08	Strategy story
10:08–11:00	Business model
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Business model (continued)
11:45–12:53	Risks
12:53–14:00	Writing practice

Day 4: Statements and Performance

09:00–10:08	Chair and CEO statements
10:08–11:00	Performance review
11:00–11:30	**Coffee break**
11:30–11:45	Performance review (continued)
11:45–12:53	Balance
12:53–14:00	Drafting practice

Day 5: Design and Digital

09:00–10:08	Design and readability
10:08–11:00	Digital reports
11:00–11:30	**Coffee break**
11:30–11:45	Digital reports (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)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**€3,150.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Cape Town Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,890.-**
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.-**
Kuala Lumpur Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Frankfurt Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,650.-**



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.–**
Barcelona Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,840.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Vienna Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,940.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Barcelona Confirmed dates	3 May 2027	7 May 2027	**€2,840.–**
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)
Istanbul Confirmed dates	17 May 2027	21 May 2027	**€2,650.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Rome Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,540.-**
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.-**
Paris Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,860.-**



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.-**
London Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,450.-**
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.-**
Vienna Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,940.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,890.-**
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)
Dubai Confirmed dates	15 Nov 2027	19 Nov 2027	**€3,150.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
London Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,450.-**
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

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View the latest course details online