

PUBLIC RELATIONS | COURSE BROCHURE

Communicating Data and Statistics to the Public

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Data and statistics are powerful but easily misunderstood. This course covers communicating numbers to non-specialist audiences: understanding data basics, choosing what matters, explaining uncertainty and risk, effective charts, writing about numbers, avoiding misleading presentation and responding to misuse of statistics.

Badly communicated numbers confuse audiences and erode trust. You will learn to present data clearly and honestly.

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

Data storytelling exercises, chart makeovers, writing practice and case studies of statistical misuse.

Course objectives

By the end of this course, participants will be able to:
• Understand key data and statistical concepts
• Select the most important numbers
• Explain uncertainty and risk
• Design clear, honest charts
• Write clearly about numbers
• Respond to misuse of statistics

Target audience

This course is suitable for:
• Communication and PR professionals
• Statisticians and analysts
• Government communication staff
• Journalists and content writers
• Policy officers



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Target competencies

Participants will develop competencies in:

- Data literacy
- Selection
- Uncertainty communication
- Chart design
- Number writing

Course outline

Day 1: Numbers and Audiences

09:00–10:08	Why numbers confuse
10:08–11:00	Data basics
11:00–11:30	**Coffee break**
11:30–11:45	Data basics (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Choosing the Story

09:00–10:08	What matters
10:08–11:00	Context and comparison
11:00–11:30	**Coffee break**
11:30–11:45	Context and comparison (continued)
11:45–12:53	Framing
12:53–14:00	Workshop

Day 3: Uncertainty and Risk

09:00–10:08	Explaining uncertainty
10:08–11:00	Relative and absolute risk
11:00–11:30	**Coffee break**



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11:30–11:45	Relative and absolute risk (continued)
11:45–12:53	Examples
12:53–14:00	Exercise

Day 4: Charts

09:00–10:08	Chart choice
10:08–11:00	Honest design
11:00–11:30	**Coffee break**
11:30–11:45	Honest design (continued)
11:45–12:53	Chart makeovers
12:53–14:00	Hands-on

Day 5: Writing and Misuse

09:00–10:08	Writing about numbers
10:08–11:00	Misleading statistics
11:00–11:30	**Coffee break**
11:30–11:45	Misleading statistics (continued)
11:45–12:53	Corrections
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 GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	23 Nov 2026	27 Nov 2026	**£3,150.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
Rome Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,450.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**
Barcelona Confirmed dates	18 Jan 2027	22 Jan 2027	**£2,840.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
Cape Town Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,890.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.–**
Istanbul Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.–**
Frankfurt Confirmed dates	15 Mar 2027	19 Mar 2027	**£2,650.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.–**
Barcelona Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,840.–**
Online Confirmed dates	5 Apr 2027	9 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.–**
Amsterdam Confirmed dates	17 May 2027	21 May 2027	**£2,540.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	31 May 2027	4 Jun 2027	**£3,150.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**£1,250.–**
Cape Town Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,890.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Vienna Confirmed dates	12 Jul 2027	16 Jul 2027	**£2,940.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**
Cape Town Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,890.–**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.–**
Vienna Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,940.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
London Confirmed dates	6 Sept 2027	10 Sept 2027	**£2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**
Rome Confirmed dates	27 Sept 2027	1 Oct 2027	**£2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.-**
London Confirmed dates	8 Nov 2027	12 Nov 2027	**£2,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Rome Confirmed dates	29 Nov 2027	3 Dec 2027	**£2,450.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**£1,250.-**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,860.-**
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 UK 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