

PUBLIC RELATIONS | COURSE BROCHURE

Community Investment Programmes

5 days | Classroom training | English

SMART HORIZON

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Explore current programmes

https://smarthorizon.uk



Course content

Why attend

Community investment creates social value and strengthens an organisation's licence to operate. This course covers designing community investment strategies, needs assessment, selecting partners, programme design, employee volunteering, measuring social impact and communicating community investment credibly.

Poorly targeted giving wastes money and goodwill. You will learn to design programmes with real, measurable impact.

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

Needs assessment exercises, programme design workshops, impact measurement practice and case studies.

Course objectives

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

- Develop a community investment strategy
- Assess community needs
- Select and manage partners
- Design effective programmes
- Run employee volunteering
- Measure and communicate social impact

Target audience

This course is suitable for:

- CSR and community relations managers
- Sustainability professionals
- PR managers
- Foundation staff
- HR managers



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Target competencies

Participants will develop competencies in:

- Strategy development
- Needs assessment
- Partnership management
- Impact measurement
- Communication

Course outline

Day 1: Strategy

09:00–10:08	Purpose and alignment
10:08–11:00	Focus areas
11:00–11:30	**Coffee break**
11:30–11:45	Focus areas (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Needs and Partners

09:00–10:08	Needs assessment
10:08–11:00	Partner selection
11:00–11:30	**Coffee break**
11:30–11:45	Partner selection (continued)
11:45–12:53	Agreements
12:53–14:00	Workshop

Day 3: Programme Design

09:00–10:08	Programme models
10:08–11:00	Volunteering
11:00–11:30	**Coffee break**



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11:30–11:45	Volunteering (continued)
11:45–12:53	Budgets
12:53–14:00	Exercise

Day 4: Impact

09:00–10:08	Impact frameworks
10:08–11:00	Indicators
11:00–11:30	**Coffee break**
11:30–11:45	Indicators (continued)
11:45–12:53	Data collection
12:53–14:00	Workshop

Day 5: Communication

09:00–10:08	Credible communication
10:08–11:00	Reporting
11:00–11:30	**Coffee break**
11:30–11:45	Reporting (continued)
11:45–12:53	Avoiding greenwash
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)
Cape Town Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,890.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.–**
Kuala Lumpur Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,450.–**
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.–**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**£2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 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 (GBP)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.-**
Barcelona Confirmed dates	8 Mar 2027	12 Mar 2027	**£2,840.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.-**
Amsterdam Confirmed dates	29 Mar 2027	2 Apr 2027	**£2,540.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**£1,250.-**
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**£3,150.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.-**
Rome Confirmed dates	10 May 2027	14 May 2027	**£2,450.-**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Vienna Confirmed dates	24 May 2027	28 May 2027	**£2,940.-**
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.-**
Rome Confirmed dates	14 Jun 2027	18 Jun 2027	**£2,450.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.-**
Dubai Confirmed dates	5 Jul 2027	9 Jul 2027	**£3,150.-**
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.-**
Rome Confirmed dates	16 Aug 2027	20 Aug 2027	**£2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
Istanbul Confirmed dates	30 Aug 2027	3 Sept 2027	**£2,650.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**£1,250.-**
Paris Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,860.-**
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.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	22 Nov 2027	26 Nov 2027	**£3,150.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.-**
Barcelona Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,840.-**
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 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