

MARKETING & COMMUNICATION | COURSE BROCHURE

Content Calendars and Editorial Planning

5 days | Classroom training | English

SMART HORIZON

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

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Course content

Why attend

Consistent, relevant content builds audiences and trust, but many teams publish reactively. This course teaches editorial planning: content strategy and themes, audience research, content calendars across channels, repurposing, production workflows, approvals and measuring content performance.

Planned content performs better and costs less to produce. You will learn to run content like a professional editorial team.

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

Calendar building exercises, workflow design, content audits and case studies.

Course objectives

By the end of this course, participants will be able to:
• Define content goals and audience needs
• Plan themes, pillars and formats
• Build multi-channel content calendars
• Repurpose content efficiently
• Set up production and approval workflows
• Measure and improve content performance

Target audience

This course is suitable for:
• Content and social media managers
• Marketing executives
• Communication officers
• PR teams
• Small business marketers



Course content

Target competencies

Participants will develop competencies in:

- Editorial planning
- Audience research
- Workflow design
- Content repurposing
- Performance analysis

Course outline

Day 1: Content Strategy

09:00–10:08	Goals and audiences
10:08–11:00	Content pillars
11:00–11:30	**Coffee break**
11:30–11:45	Content pillars (continued)
11:45–12:53	Content audit
12:53–14:00	Exercise

Day 2: Planning

09:00–10:08	Formats and channels
10:08–11:00	Seasonality and events
11:00–11:30	**Coffee break**
11:30–11:45	Seasonality and events (continued)
11:45–12:53	Calendar building
12:53–14:00	Workshop

Day 3: Production

09:00–10:08	Briefs
10:08–11:00	Workflows and approvals
11:00–11:30	**Coffee break**



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11:30–11:45	Workflows and approvals (continued)
11:45–12:53	Tools
12:53–14:00	Exercise

Day 4: Repurposing

09:00–10:08	One idea, many formats
10:08–11:00	Evergreen content
11:00–11:30	**Coffee break**
11:30–11:45	Evergreen content (continued)
11:45–12:53	Distribution
12:53–14:00	Case study

Day 5: Measurement

09:00–10:08	Content KPIs
10:08–11:00	Learning from data
11:00–11:30	**Coffee break**
11:30–11:45	Learning from data (continued)
11:45–12:53	Iterating the plan
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)
Vienna Confirmed dates	16 Nov 2026	20 Nov 2026	**£2,940.–**
Online Confirmed dates	16 Nov 2026	20 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.–**
Dubai Confirmed dates	4 Jan 2027	8 Jan 2027	**£3,150.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**£1,250.–**
Barcelona Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,840.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.–**
Rome Confirmed dates	15 Feb 2027	19 Feb 2027	**£2,450.–**



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.–**
Vienna Confirmed dates	8 Mar 2027	12 Mar 2027	**£2,940.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.–**
Rome Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,450.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.–**
London Confirmed dates	12 Apr 2027	16 Apr 2027	**£2,450.–**
Online Confirmed dates	12 Apr 2027	16 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 (GBP)
Rome Confirmed dates	24 May 2027	28 May 2027	**£2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.-**
Amsterdam Confirmed dates	14 Jun 2027	18 Jun 2027	**£2,540.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.-**
Dubai Confirmed dates	28 Jun 2027	2 Jul 2027	**£3,150.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**£1,250.-**
Frankfurt Confirmed dates	19 Jul 2027	23 Jul 2027	**£2,650.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**£1,250.-**
London Confirmed dates	9 Aug 2027	13 Aug 2027	**£2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Cape Town Confirmed dates	30 Aug 2027	3 Sept 2027	**£1,890.-**
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.-**
Barcelona Confirmed dates	4 Oct 2027	8 Oct 2027	**£2,840.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.-**
Istanbul Confirmed dates	25 Oct 2027	29 Oct 2027	**£2,650.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Cape Town Confirmed dates	15 Nov 2027	19 Nov 2027	**£1,890.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,450.-**
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 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