

PUBLIC RELATIONS | COURSE BROCHURE

Digital PR and Influencer Relations

5 days | Classroom training | English

SMART HORIZON

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London W2 6BD, United Kingdom

Explore current programmes

https://smarthorizon.uk



Course content

Why attend

Digital PR combines traditional media relations with online channels, content and influencers. This course covers digital PR strategy, online media and link earning, social media, influencer identification and partnerships, disclosure rules, measurement and risk management.

Audiences increasingly discover brands online through creators and digital media. This course helps you plan effective digital PR and influencer programmes.

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

The course uses campaign case studies, influencer selection exercises, campaign planning workshops and measurement activities.

Course objectives

By the end of this course, participants will be able to:
• Develop digital PR strategies
• Earn coverage and links from online media
• Identify and evaluate influencers
• Plan influencer partnerships and contracts
• Comply with disclosure and advertising rules
• Measure digital PR and influencer impact

Target audience

This course is suitable for:
• PR and communications professionals
• Digital marketers
• Brand managers
• Social media managers
• Agency professionals



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Target competencies

Participants will develop competencies in:

- Digital PR strategy
- Online media relations
- Influencer selection
- Partnership management
- Disclosure compliance
- Impact measurement

Course outline

Day 1: Digital PR

09:00–09:54	Evolution of PR
09:54–10:48	Digital PR goals
10:48–11:00	Owned, earned, shared and paid
11:00–11:30	**Coffee break**
11:30–12:12	Owned, earned, shared and paid (continued)
12:12–13:06	Trends
13:06–14:00	Exercise: Digital audit

Day 2: Online Media

09:00–09:54	Digital journalists
09:54–10:48	Data-led stories
10:48–11:00	Link earning
11:00–11:30	**Coffee break**
11:30–12:12	Link earning (continued)
12:12–13:06	Newsjacking
13:06–14:00	Workshop: Story ideas



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Day 3: Influencers

09:00–09:54	Influencer types
09:54–10:48	Selection criteria
10:48–11:00	Fake followers
11:00–11:30	**Coffee break**
11:30–12:12	Fake followers (continued)
12:12–13:06	Relationship building
13:06–14:00	Exercise: Influencer shortlist

Day 4: Campaigns and Compliance

09:00–09:54	Campaign planning
09:54–10:48	Contracts and briefs
10:48–11:00	Disclosure rules
11:00–11:30	**Coffee break**
11:30–12:12	Disclosure rules (continued)
12:12–13:06	Brand safety
13:06–14:00	Case study: Influencer campaign

Day 5: Measurement

09:00–09:54	Metrics
09:54–10:48	Attribution
10:48–11:00	Reporting
11:00–11:30	**Coffee break**
11:30–12:12	Reporting (continued)
12:12–13:06	Optimisation
13:06–14:00	Capstone: Digital PR plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



Course content

sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Singapore Confirmed dates	16 Nov 2026	20 Nov 2026	**£2,820.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.–**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**£3,150.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**
Frankfurt Confirmed dates	4 Jan 2027	8 Jan 2027	**£2,650.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Cape Town Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,890.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
Paris Confirmed dates	1 Feb 2027	5 Feb 2027	**£2,860.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,250.–**
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**£2,650.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.–**
Amsterdam Confirmed dates	1 Mar 2027	5 Mar 2027	**£2,540.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.–**
Rome Confirmed dates	8 Mar 2027	12 Mar 2027	**£2,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.–**
Singapore Confirmed dates	15 Mar 2027	19 Mar 2027	**£2,820.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.–**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,450.–**
Online Confirmed dates	5 Apr 2027	9 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.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Frankfurt Confirmed dates	3 May 2027	7 May 2027	**£2,650.–**
Online Confirmed dates	3 May 2027	7 May 2027	**£1,250.–**
Cape Town Confirmed dates	10 May 2027	14 May 2027	**£1,890.–**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	17 May 2027	21 May 2027	**£1,450.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**
Paris Confirmed dates	7 Jun 2027	11 Jun 2027	**£2,860.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.–**
Istanbul Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,650.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.-**
Amsterdam Confirmed dates	5 Jul 2027	9 Jul 2027	**£2,540.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**£1,250.-**
Barcelona Confirmed dates	12 Jul 2027	16 Jul 2027	**£2,840.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.-**
Singapore Confirmed dates	19 Jul 2027	23 Jul 2027	**£2,820.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**£1,250.-**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**£2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**£3,150.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
Frankfurt Confirmed dates	6 Sept 2027	10 Sept 2027	**£2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**
Rome Confirmed dates	13 Sept 2027	17 Sept 2027	**£2,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Paris Confirmed dates	4 Oct 2027	8 Oct 2027	**£2,860.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.–**
Istanbul Confirmed dates	18 Oct 2027	22 Oct 2027	**£2,650.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.–**
Amsterdam Confirmed dates	1 Nov 2027	5 Nov 2027	**£2,540.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**£1,250.–**
Singapore Confirmed dates	15 Nov 2027	19 Nov 2027	**£2,820.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**£1,250.–**
Vienna Confirmed dates	22 Nov 2027	26 Nov 2027	**£2,940.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
London Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.-**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**£3,150.-**
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