

PUBLIC RELATIONS | COURSE BROCHURE

Digital PR and Online Reputation

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Reputation is now shaped online through news sites, search results, reviews and social media. This course covers digital PR strategies, earning online coverage and links, search reputation, review management, social media monitoring, responding online and managing online reputation incidents.

What people find online about your organisation shapes their decisions. You will learn to influence it proactively.

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

Digital PR campaign planning, search reputation audits, response drafting and case studies.

Course objectives

By the end of this course, participants will be able to:
• Develop digital PR strategies
• Earn online coverage and quality links
• Audit and improve search reputation
• Manage online reviews
• Monitor and respond on social media
• Handle online reputation incidents

Target audience

This course is suitable for:
• Digital PR specialists
• Communication managers
• Social media managers
• Marketing professionals
• Brand managers



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Target competencies

Participants will develop competencies in:

- Digital PR planning
- Search reputation
- Review management
- Online response
- Incident handling

Course outline

Day 1: Digital PR

09:00–10:08	Online media landscape
10:08–11:00	Digital PR tactics
11:00–11:30	**Coffee break**
11:30–11:45	Digital PR tactics (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Earning Coverage

09:00–10:08	Data-led stories
10:08–11:00	Link earning
11:00–11:30	**Coffee break**
11:30–11:45	Link earning (continued)
11:45–12:53	Outreach
12:53–14:00	Workshop

Day 3: Search and Reviews

09:00–10:08	Search reputation audit
10:08–11:00	Review management
11:00–11:30	**Coffee break**



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11:30–11:45	Review management (continued)
11:45–12:53	Owned content
12:53–14:00	Exercise

Day 4: Social Monitoring

09:00–10:08	Monitoring tools
10:08–11:00	Response guidelines
11:00–11:30	**Coffee break**
11:30–11:45	Response guidelines (continued)
11:45–12:53	Escalation
12:53–14:00	Practice

Day 5: Online Incidents

09:00–10:08	Incident response
10:08–11:00	Recovery
11:00–11:30	**Coffee break**
11:30–11:45	Recovery (continued)
11:45–12:53	Measurement
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.–**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,540.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**
Vienna Confirmed dates	11 Jan 2027	15 Jan 2027	**£2,940.–**
Online Confirmed dates	11 Jan 2027	15 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.–**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,450.–**



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.–**
Dubai Confirmed dates	8 Mar 2027	12 Mar 2027	**£3,150.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.–**
Frankfurt Confirmed dates	29 Mar 2027	2 Apr 2027	**£2,650.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**£1,250.–**
Istanbul Confirmed dates	19 Apr 2027	23 Apr 2027	**£2,650.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.–**
Barcelona Confirmed dates	10 May 2027	14 May 2027	**£2,840.–**
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)
Cape Town Confirmed dates	31 May 2027	4 Jun 2027	**£1,890.–**
Online Confirmed dates	31 May 2027	4 Jun 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.–**
Barcelona Confirmed dates	16 Aug 2027	20 Aug 2027	**£2,840.–**



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.-**
Rome Confirmed dates	6 Sept 2027	10 Sept 2027	**£2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**
Vienna Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,940.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.-**
Dubai Confirmed dates	1 Nov 2027	5 Nov 2027	**£3,150.-**
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)
Rome Confirmed dates	22 Nov 2027	26 Nov 2027	**£2,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,450.-**
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