

PUBLIC RELATIONS | COURSE BROCHURE

Fact-Checking and Misinformation Response for Communicators

5 days | Classroom training | English

SMART HORIZON

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https://smarthorizon.uk



Course content

Why attend

False and misleading information spreads quickly and can damage organisations, public health and trust. This course equips communicators to detect, verify and respond to misinformation: how misinformation spreads, verification tools and techniques, deciding when and how to respond, prebunking and debunking, working with platforms and fact-checkers, and building long-term resilience.

Responding badly to misinformation can amplify it. You will learn evidence-based ways to verify claims and respond effectively.

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

Verification exercises with real examples, response decision workshops, debunk writing practice and case studies.

Course objectives

By the end of this course, participants will be able to:
• Explain how misinformation and disinformation spread
• Verify claims, images and videos
• Decide whether and how to respond
• Apply prebunking and debunking techniques
• Work with platforms and fact-checkers
• Build organisational resilience to misinformation

Target audience

This course is suitable for:
• PR and communication professionals
• Social media managers
• Government communication staff
• Journalists and content editors
• Health and crisis communicators



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Target competencies

Participants will develop competencies in:

- Verification
- Response decisions
- Debunking
- Platform liaison
- Resilience building

Course outline

Day 1: The Misinformation Landscape

09:00–10:08	Misinformation and disinformation
10:08–11:00	How it spreads
11:00–11:30	**Coffee break**
11:30–11:45	How it spreads (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Verification

09:00–10:08	Source checks
10:08–11:00	Image and video verification
11:00–11:30	**Coffee break**
11:30–11:45	Image and video verification (continued)
11:45–12:53	Tools
12:53–14:00	Hands-on

Day 3: Response Decisions

09:00–10:08	Assessing reach and harm
10:08–11:00	When to respond
11:00–11:30	**Coffee break**



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11:30–11:45	When to respond (continued)
11:45–12:53	Avoiding amplification
12:53–14:00	Workshop

Day 4: Debunking and Prebunking

09:00–10:08	Debunk structure
10:08–11:00	Prebunking
11:00–11:30	**Coffee break**
11:30–11:45	Prebunking (continued)
11:45–12:53	Trusted messengers
12:53–14:00	Writing practice

Day 5: Resilience

09:00–10:08	Platforms and fact-checkers
10:08–11:00	Monitoring
11:00–11:30	**Coffee break**
11:30–11:45	Monitoring (continued)
11:45–12:53	Resilience 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)
London Confirmed dates	9 Nov 2026	13 Nov 2026	**£2,450.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.–**
Istanbul Confirmed dates	30 Nov 2026	4 Dec 2026	**£2,650.–**
Online Confirmed dates	30 Nov 2026	4 Dec 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.–**
London Confirmed dates	18 Jan 2027	22 Jan 2027	**£2,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**£3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.–**
Rome Confirmed dates	1 Mar 2027	5 Mar 2027	**£2,450.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.–**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,650.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**
Barcelona Confirmed dates	26 Apr 2027	30 Apr 2027	**£2,840.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Vienna Confirmed dates	17 May 2027	21 May 2027	**£2,940.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**
Cape Town Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,890.–**
Online Confirmed dates	7 Jun 2027	11 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.–**
Cape Town Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,890.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**
Barcelona Confirmed dates	2 Aug 2027	6 Aug 2027	**£2,840.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.–**
Rome Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,450.–**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.–**
Dubai Confirmed dates	13 Sept 2027	17 Sept 2027	**£3,150.–**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.–**
Cape Town Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,890.–**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.–**
Paris Confirmed dates	18 Oct 2027	22 Oct 2027	**£2,860.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Vienna Confirmed dates	8 Nov 2027	12 Nov 2027	**£2,940.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**
Amsterdam Confirmed dates	29 Nov 2027	3 Dec 2027	**£2,540.-**
Online Confirmed dates	29 Nov 2027	3 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