

PUBLIC RELATIONS | COURSE BROCHURE

Issues Management

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Issues are emerging trends or concerns that can become crises if not managed. This course covers identifying and monitoring issues, assessing their potential impact, issue prioritisation, developing positions, stakeholder engagement on issues, communication strategies and preventing escalation into crisis.

Most crises begin as issues that were ignored. You will learn to spot and manage issues early.

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

Issue scanning exercises, prioritisation matrices, position paper writing and case studies.

Course objectives

By the end of this course, participants will be able to:
• Identify emerging issues
• Monitor issues systematically
• Assess and prioritise issue impact
• Develop organisational positions
• Engage stakeholders on issues
• Prevent issues escalating into crises

Target audience

This course is suitable for:
• PR and corporate affairs managers
• Government relations staff
• Risk managers
• Communication directors
• Policy advisors



Course content

Target competencies

Participants will develop competencies in:

- Issue scanning
- Prioritisation
- Position development
- Stakeholder engagement
- Escalation prevention

Course outline

Day 1: Issues and Crises

09:00–10:08	Issue lifecycle
10:08–11:00	Case studies
11:00–11:30	**Coffee break**
11:30–11:45	Case studies (continued)
11:45–12:53	Early signs
12:53–14:00	Exercise

Day 2: Monitoring

09:00–10:08	Scanning sources
10:08–11:00	Monitoring tools
11:00–11:30	**Coffee break**
11:30–11:45	Monitoring tools (continued)
11:45–12:53	Alerts
12:53–14:00	Workshop

Day 3: Prioritisation

09:00–10:08	Impact assessment
10:08–11:00	Prioritisation matrix
11:00–11:30	**Coffee break**



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11:30–11:45	Prioritisation matrix (continued)
11:45–12:53	Ownership
12:53–14:00	Exercise

Day 4: Positions

09:00–10:08	Position papers
10:08–11:00	Messages
11:00–11:30	**Coffee break**
11:30–11:45	Messages (continued)
11:45–12:53	Approval
12:53–14:00	Writing practice

Day 5: Engagement

09:00–10:08	Stakeholder strategies
10:08–11:00	Communication
11:00–11:30	**Coffee break**
11:30–11:45	Communication (continued)
11:45–12:53	Escalation prevention
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)
Dubai Confirmed dates	23 Nov 2026	27 Nov 2026	**£3,150.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
Istanbul Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,650.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**£3,150.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
Barcelona Confirmed dates	8 Feb 2027	12 Feb 2027	**£2,840.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.–**
Cape Town Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,890.–**



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	15 Mar 2027	19 Mar 2027	**£3,150.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.–**
Barcelona Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,840.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**
London Confirmed dates	26 Apr 2027	30 Apr 2027	**£2,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.–**
Vienna Confirmed dates	17 May 2027	21 May 2027	**£2,940.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Amsterdam Confirmed dates	31 May 2027	4 Jun 2027	**£2,540.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**£1,250.–**
Cape Town Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,890.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Rome Confirmed dates	12 Jul 2027	16 Jul 2027	**£2,450.–**
Online Confirmed dates	12 Jul 2027	16 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.–**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,860.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	23 Aug 2027	27 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.-**
Cape Town Confirmed dates	27 Sept 2027	1 Oct 2027	**£1,890.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**£1,250.-**
Rome Confirmed dates	18 Oct 2027	22 Oct 2027	**£2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.-**
Vienna Confirmed dates	8 Nov 2027	12 Nov 2027	**£2,940.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	29 Nov 2027	3 Dec 2027	**£1,450.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**£1,250.-**
Frankfurt Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,650.-**
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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