

STEPPING INTO  
LEADERSHIP  
ACADEMY

*10 - 11 September, 2026*

**CAMBRIDGE**

**PRCA**  
Training

# THE VARSITY

HOTEL & SPA, CAMBRIDGE

**SET WITHIN A BEAUTIFUL SPA HOTEL IN THE CENTRE OF CAMBRIDGE, THIS TWO-DAY LEADERSHIP RETREAT OFFERS THE IDEAL SETTING TO PAUSE, REFLECT, AND GROW.**

Designed for PR and communications professionals who are either preparing for leadership or already navigating senior roles, the programme blends expertly curated sessions with moments of calm and connection.

By day, you'll dive into practical, high-impact workshops on gravitas, strong campaigns, giving and taking feedback, crisis communication, and leading teams through uncertainty. By evening, unwind in the spa, enjoy relaxed dinner with peers, and experience the charm of one of Britain's most inspiring cities.



**LEADERSHIP DEVELOPMENT, DONE DIFFERENTLY—IMMERSIVE, THOUGHTFUL, AND DESIGNED FOR LASTING IMPACT.**



# INSIGHTFUL LESSONS

The programme features five high-impact training sessions, designed to build practical leadership skills you can apply immediately.

After the programme, each participant receives a one-hour personalised coaching session to embed key learnings and create a tailored action plan for continued growth.

You'll also earn a digital badge and certificate to showcase your development and achievement.

# AGENDA

## DAY 1

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From 09.15	Registration and coffee/tea
09.30 – 12.30	Emma Ewing <b>LEADING THE WAY WITH FEEDBACK</b>
12.30 – 13.30	Lunch
13.30– 15.15	Kate Hartley FPRCA and Tamara Littleton <b>LEADERSHIP IN A CRISIS</b>
15.30 – 17.30	Anil Manji <b>EMBEDDING DISCIPLINE INTO YOUR CAMPAIGNS</b>
19.00 – 19.45	Welcome drink
20.00	Dinner

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## DAY 2

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09.30 – 13.00	Nick Morris <b>THE REALITY OF LEADERSHIP – COMPLEXITY, CHANGE, AND UNCERTAINTY</b>
13:00 – 14:00	Lunch
14.00 – 17.00	Jayne Constantinis <b>PERSUASION, POWER, AND PRESENCE</b>

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# PROGRAMME DETAILS

**Date:** Thursday 10 & Friday 11, September 2026

**Location:** The Varsity Hotel, Cambridge, UK

<b>Price:</b>	<b>Members</b>	<b>£1895 + VAT</b>
	<b>Non-members</b>	<b>£2495 + VAT</b>

## What is included:

- 5 comprehensive sessions
- One hour follow-up coaching session
- Accommodation on Thursday night
- All meals and beverages
- Thursday night social





*The PRCA Leadership Academy came at the right time for me. It pushed me to reflect on how and where I show up as a leader and gave me practical ways to strengthen my communication and strategic decision-making. I left the programme inspired, and immediately found ways to share learnings with my team.*

**Senior Campaign Director, Babel**

*The Programme was so helpful and very insightful - I knew it was going to be good but it really did exceed all my expectations and pushed me way outside of my comfort zone.*

**Account Director, Think Tank**



# SPOTLIGHT ON SESSION

## LEADING THE WAY WITH FEEDBACK

Feedback is one of the cheapest and most powerful management tools we have on tap. Yet it's underused and often poorly handled. Even experienced communicators are in danger of missing a trick, delivering feedback that fails to deliver positive change.

Effective feedback gets people on track, develops great careers and helps to shape a culture that reinforces and rewards high performers. Feedback can also be highly motivating and energising. It has strong links to employee engagement and productivity.

This highly interactive session will build your skills and confidence in giving feedback that gets results and creates the change you want.

You'll learn the absolute no-nos of feedback as well as understanding how to shape a culture that actively welcomes feedback at all levels.

You'll be able to show others how to deliver great feedback and set the stage for building better management communication at all levels.

A black and white portrait of Emma Ewing, a woman with curly hair, smiling. She is wearing a patterned top and a necklace. The portrait is positioned on the right side of the page, partially overlapping the text area.

**EMMA EWING**

**trainer for LEADING THE WAY WITH FEEDBACK**

# SPOTLIGHT ON SESSION

## LEADERSHIP IN CRISIS

This interactive, immersive course uses simulation technology to put your leadership skills to the test during a crisis.

You'll experience making decisions under pressure, learn the critical skills of leading a team through a crisis, practice strategic thinking, and build your own resilience and muscle memory.

All this will give you the confidence to lead effectively, should the worst happen.



**KATE HARTLEY AND TAMARA LITTLETON**  
trainers for **LEADERSHIP IN CRISIS**

# SPOTLIGHT ON SESSION

## EMBEDDING DISCIPLINE INTO YOUR CAMPAIGNS

This session equips senior leaders with a clearer, more strategic approach to planning campaigns.

You will learn how to use data to segment and target audiences, develop clear strategies grounded in meaningful insight, and craft memorable narratives that drive action.

Drawing on proven frameworks from different sectors, we will explore tools including the Meaningful/Actionable Grid, the OASIS campaign planning model, and the Pixar storytelling method. You will also leave the session with a clear understanding of the difference between strategy and tactics – a critical distinction for modern comms leaders.

**ANIL MANJI** trainer for **EMBEDDING  
DISCIPLINE INTO YOUR CAMPAIGNS**



# SPOTLIGHT ON SESSION

## THE REALITY OF LEADERSHIP – COMPLEXITY, CHANGE, AND UNCERTAINTY

### Leadership when things aren't neat, stable, or fully within your control

How to lead effectively in complex, fast-moving environments – whether managing teams, influencing senior stakeholders, or navigating periods of change and uncertainty.

What do teams need from leaders during periods of change? Most leadership challenges aren't clear-cut. They involve competing priorities, shifting direction, and stakeholders with different agendas – often all at once.

This session focuses on what leadership really looks like in modern communications roles: operating in complexity, making decisions without perfect information, and leading teams through ongoing change.

**NICK MORRIS** trainer for  
**THE REALITY OF LEADERSHIP –  
COMPLEXITY, CHANGE, AND UNCERTAINTY**

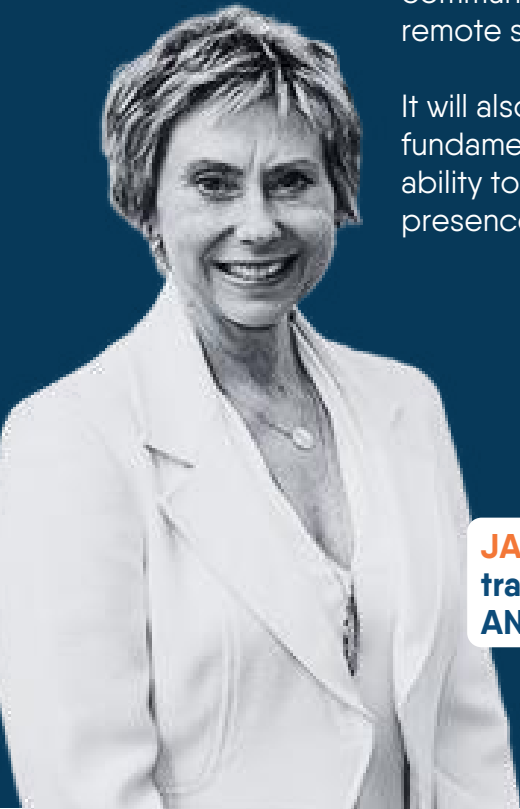


# SPOTLIGHT ON SESSION

## **PERSUASION, POWER AND PRESENCE – Compelling communication in the hybrid world**

In this highly interactive session, you will acquire the technical skills and mindset to become a persuasive and confident communicator, both face-to-face and in remote scenarios.

It will also provide you with several fundamental practical tools to help with the ability to communicate with power and presence.



**JAYNE CONSTANTINIS**  
trainer for **PERSUASION, POWER  
AND PRESENCE**



BOOK NOW  
YOUR  
EXCLUSIVE  
EXPERIENCE

**PRCA**  
Training

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