MERCURY

Strategic Communication & Reputation Management

31 January – 4 February 2027
Rome (Italy)



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Ref: 15140_1029022 **Date:** 31 January – 4 February 2027 **Location:** Rome (Italy) **Fees:** 6200 Euro

Introduction:

In today's interconnected world, strategic communication and reputation management are pivotal in any organization's operational success and long-term sustainability. This strategic communication and reputation management course will equip participants with the essential tools and skills to manage crises, enhance corporate communication, and fortify strategic reputation management.

Organizations with strong reputations perform better financially, attract and retain talent more efficiently, benefit from lower capital costs, and are more likely to gain stakeholder support. In contrast, those who neglect their reputation often find it shaped by competitors, critics, or external influences. Reputation is the sum of stakeholders' perceptions of an organization.

This highly interactive 1-week strategic communication and reputation management training course will explore how reputation management synthesizes strategy, management, marketing, customer service, communications, and human resources elements. Participants will learn to align an organization's goals, values, and behaviors to build stakeholder credibility and trust.

Enhancing Strategic Communication Practices through Case Studies:

A strategic communication case study section will be incorporated into the curriculum. This segment will analyze real scenarios, illustrating the application of strategic communication skills and reputation management principles. It will showcase the benefits of strategic communication in crisis scenarios and provide hands-on experience to understand better the complexities of managing corporate communication in a dynamic environment.

Targeted Groups:

- PR Specialists.
- Communications specialists internal and external.
- HR professionals are concerned with reputation impacts.
- Departmental managers.
- Project managers.

Course Objectives:

By the end of this strategic communication and reputation management course, participants will be able to:

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- Accurately identify the strategic impact of communications on reputation.
- Measure and map stakeholder perceptions, including social media sentiment.
- Write a communications plan to defend and develop a reputation.
- Produce a reasoned reputational defense plan and implement it.
- Deliver business excellence for organizational reputation alignment.

Targeted Competencies:

At the end of this strategic communication and reputation management training, participants competencies will be able to:

- Discover the drivers of corporate reputation.
- Critical evaluation of your reputation, identifying any perception gaps.
- Map your desired reputation and test for organizational alignment.
- Design communications tactics as reputational levers.
- Develop a communications strategy for effective reputation management.

Course Content:

Unit 1: Developing a World-Class Reputation Management Culture:

- Understand what reputation is and its value.
- Traits and practices of world-class organizations.
- Conduct reputation audits and their insights.
- Analyze SWOT, PEST, and their relation to reputation.
- Identify the strategic drivers of reputation.
- Map your organization's desired reputation.

Unit 2: Organizational Alignment:

- Compile stakeholder interest inventories.
- Measure opinions and perform monitoring.
- Comprehensive stakeholder mapping.
- Identify crucial touch points and moments of truth.
- Ensure internal alignment.
- Test for organizational alignment with reputational goals.

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Unit 3: From Organizational to Communications Strategy:

- Define strategy, its purpose, and development.
- Outline your strategic communication elements.
- Tailor strategy to match tactical needs.
- Effectively employing communication channels.
- Map stakeholders to the appropriate channels.
- Ensure message control aligns with organizational objectives.

Unit 4: The Reputation Toolkit:

- Recognize proper reputational levers.
- The role of Corporate Social Responsibility.
- Techniques for issue management and environmental scanning.
- Crisis reputation management, including spokesperson selection and training.
- Strategies for business and reputation recovery.
- Build and maintain influencer relationships.

Unit 5: From Planning to Successful Practice

- The importance of process mapping and control in planning.
- Integrate the elements of a successful communication plan.
- Construct and critique your strategic communication plan.
- Develop persuasive presentation skills.
- Convince senior decision-makers of the merits of your strategic plans.

Conclusion:

Upon completing the program, participants will be eligible to receive a strategic communication and reputation management certificate, signifying their enhanced capabilities in crisis communication and reputation management. This certificate will testify to their commitment to learning and development in strategic communication.