



External Relations and Reputation Management

15 – 19 February 2027
Madrid (Spain)



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Introduction:

In this external relations and reputation management course, participants will gain an understanding and support for the initiatives and problems that arise during an organization's operations, and external relations management must be focused on building good relationships with external stakeholders.

This external relations and reputation management course has been aptly described as a promise made. A promise is kept overtime because reputation involves a collective representation of stakeholders' opinions, an aggregate evaluation of an organization's past and present behavior, and a holistic impression of a company over time-based on its performance and ability to deliver on the brand promise and other valued outcomes to its multiple stakeholders.

Identifying opportunities and hazards crucial to an organization's external relations and reputation management allows a company to communicate and manage the positive aspects of its image and values. Every organization benefits from actively monitoring, evaluating, and responding to internal and external concerns, which also helps the success of those businesses.

Organizations need to acquire capacities for managing crucial external relations that capture the characteristics and specificities of those relationships to strengthen their competitive edge in a changing business environment.

Course Objectives:

Participants in this external relations and reputation management course will improve the following:

- Help learners comprehend the conceptual issues, core ideas, and procedures involved in corporate reputation management.
- Direct participants toward developing and enhancing practical skills in managing proactive external relations and engaging stakeholders.
- Familiarize participants with modern tools and emerging trends in reputation management.
- Inform participants of the significance of strategic communication skills, such as analytical writing, active listening, corporate etiquette, and social graces, as essential building blocks for developing external contacts.

Targeted Groups:

- External/internal communicators.
- Corporate affairs managers.
- Public relations practitioners.
- General/operations managers.
- Brand managers.
- Community relations managers.
- Business development managers.
- Customer relations managers.
- Senior level executives.

Targeted Competencies:

At the end of this external relations and reputation management training, the target competencies will improve:

- Improve understanding of the rules and concepts of protocols.
- Improve verbal and linguistic diplomacy.
- Polished sense of self and reputation.
- Develop personal, virtual, and international diplomacy.
- Recognize the visit procedure for the two-way meeting and organize the signing ceremonies with appropriate seating.
- Establishing diplomatic and social etiquette includes the finer features of dining etiquette and the proper organization of productive business lunches.
- More assurance in both formal and informal interactions.
- Improve capacity for working abroad and knowledge of critical aspects of intercultural communication.
- Refine competence and proficiency in interactions with international partners.

Defining External Relations and Reputation Management:

The role of an external relations manager encompasses developing strategies to form robust relationships with key stakeholders and executing plans to engage these parties effectively. Skilled external relations specialists are integral to managing an organization's interface with the public and fostering a positive external reputation. They employ a calculated external relations strategy to ensure consistent and constructive engagement with the external environment.

Every aspect of an organization's external management includes public relations and reputation management elements. Executives, business development managers, and public relations specialists must understand external management, which is pivotal for orchestrating an organization's outward communication and actions to advance partnerships, community involvement, and a credible public image.

Course Content:

Unit 1: Essential Ideas and Introduction:

- Examples of protocol customs and contemporary uses.
- Variations between organizations and nations.
- How may culture, multifaith, and religion affect protocol practices?
- Guidelines for multicultural dining French, English, Asian, and Middle Eastern.
- Several straightforward but crucial cross-cultural negotiation guidelines.

Unit 2: International Protocol, Etiquette, and Diplomacy Standards:

- Arranging ceremonies, receptions, and VIP events.
- Checklists for the seating arrangement, safety, and protection.
- Royal Tea ceremonies, diplomatic gift-giving and receiving, and other specialized events.

Unit 3: Negotiations and Soft Power:

- Ways to plan international VIP encounters, including how to plan meals and dinners.
- Understand through cross-cultural verbal and nonverbal communication.
- Etiquette in conversation.
- Both conventional and modern best practices.

Unit 4: Political and International Etiquette:

- Anthems, flag etiquette, and other significant components.
- Compared to a republic, monarchies follow royal protocol.
- Use media and etiquette to promote cultures.
- Professional image, formal and informal clothing codes.

Unit 5: Speaking in Public and Giving Speeches:

- Practical diplomatic skills and event management.
- Projecting professional, diplomatic, and ceremonial images.
- Both networking and communication personal charisma, written and verbal practices.
- Presentation of programs and public speaking.