MERCURY

Building a Resilient Institutional Image in the Digital Era

12 – 16 September 2027
Amman (Jordan)



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Ref: 15436_307863 **Date:** 12 – 16 September 2027 **Location:** Amman (Jordan) **Fees:** 3300 Euro

Introduction:

In today's fast-paced and interconnected world, the image of institutions holds paramount significance in shaping their success and influence. With the advent of modern communication technology, institutions have unprecedented opportunities to project their values, offerings, and achievements to a global audience. A positive and compelling institutional image can attract customers, investors, and talented individuals, fostering loyalty and trust.

This building institutional resilience in the digital era training course aims to equip participants with the essential knowledge and skills to leverage modern communication technology to enhance their respective institutions' image. Participants will explore strategies to optimize social media platforms, create engaging multimedia content, and build an effective online presence.

Participants will delve into data analytics, enabling them to measure the effectiveness of their image-building efforts and make informed decisions to improve their institutions' perceptions continually. With a focus on practical application and real-world case studies will be an integral part of the learning experience. Paramount to thriving in this modern digital era is an institution's ability to adapt and remain resilient amidst the challenges posed by the digital landscape.

Those deemed digital era builders must understand what constitutes the digital era meaning and how it reshapes business and communication strategies. In this transformative period, branding in the digital era, coupled with strategic communication in the digital era, plays a critical role in maintaining an institution's reputation and perceived value.

By defining digital era practices and embracing digital era solutions, participants will learn to navigate the new digital era effectively and sustain an influential institutional presence. Marketing in the digital era requires finesse and an innovative approach that aligns with the continuous evolution of technology and consumer behavior.

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Targeted Groups:

- Marketing and Communications Managers.
- Public Relations Professionals.
- Social Media Managers.
- Branding and Design Specialists.
- Website Administrators.
- Institutional Leaders and Decision Makers.
- Business Development Executives.
- Customer Service Representatives.
- HR Managers Internal Institutional Image.
- Investors and Stakeholders.

Course Objectives:

At the end of this building institutional resilience in the digital era course, the participants will be able to:

- Understand the importance of institutional image in today's digital landscape and its impact on various stakeholders.
- Social media platforms enhance the institution's branding, engagement, and outreach.
- Create compelling visual and multimedia content to tell a cohesive and captivating institutional story.
- Establish a solid online presence through optimized websites and improved search engine visibility.
- Implement strategies for managing online reputation and effectively handling negative feedback.
- Use data analytics tools to measure the success of image-building efforts and make data-driven decisions.
- Apply the knowledge and skills acquired during the course to develop and execute comprehensive communication strategies for their institutions.
- Foster a positive and consistent institutional image across all communication channels.
- Engage with industry experts and successful institutions to gain insights into real-world image-building practices.
- Collaborate with peers through interactive workshops and discussions to share ideas and experiences about institutional image enhancement.

Targeted Competencies:

Upon the end of this building institutional resilience in the digital era training, the participant's competencies will be able to:

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- Data Analytics and Measuring Success.
- Building an Effective Online Presence.
- Crafting Compelling Visuals and Multimedia Content.
- Leveraging Social Media for Branding and Engagement.
- Understanding the Foundations of Institutional Image.

Course Content:

Unit 1: Understanding the Foundations of Institutional Image:

- Introduction to institutional image and its significance in today's digital age.
- Exploring the impact of a positive impression on stakeholders, including customers, employees, and investors.
- Case studies of institutions with successful image-building strategies.

Unit 2: Leveraging Social Media for Branding and Engagement:

- Overview of popular social media platforms and their potential for institution branding.
- Creating engaging content for different platforms Facebook, Twitter, LinkedIn, Instagram, etc..
- Strategies for building a robust online community and fostering meaningful interactions.

Unit 3: Crafting Compelling Visuals and Multimedia Content:

- Importance of visual storytelling in shaping the institution's narrative.
- Introduction to graphic design tools and creating eye-catching visuals.
- Utilizing videos and infographics to convey complex messages effectively.

Unit 4: Building an Effective Online Presence:

- Website optimization and responsive design for a seamless user experience.
- Search Engine Optimization SEO techniques to enhance online visibility.
- Online reputation management and handling negative feedback.

Unit 5: Data Analytics and Measuring Success:

- Introduction to web analytics tools for tracking website and social media performance.
- Interpreting data to make informed decisions and refine communication strategies.
- Developing KPIs to measure the effectiveness of image-building efforts.