



Strategic Communication & Reputation Management

04 - 08 Nov 2024
London (UK)



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Ref.: 15140_255062 **Date:** 04 - 08 Nov 2024 **Location:** London (UK) **Fees:** 5200 **Euro**

Introduction:

Organizations with strong reputations do better financially, attract and keep talent at lower costs, have lower costs of capital, and more easily gain support from stakeholders. Organizations that do not manage their reputation have it managed for them by competitors, critics, or others. Reputation is the perceptions of your organization in the minds of stakeholders. In this highly interactive 5-day training course you will learn how reputation management combines elements of strategy, management, marketing, customer service, communications, and human resources. The process of reputation management involves aligning the goals, values, and behaviors of your organization to build credibility and trust among stakeholders.

Targeted Groups:

- PR Specialists
- Communications specialists internal and external
- HR professionals with a concern for the impacts of reputation
- Departmental managers
- Project managers

Course Objectives:

At the end of this course, the participants will be able to:

- 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:

- Discovering the drivers of your corporate reputation
- Critical evaluation of your reputation identifying any gaps in perceptions
- Mapping your desired reputation and test for organizational alignment
- Designing communications tactics to provide reputational levers
- Develop a communications strategy for reputation management

Course Content:

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

- What is reputation and how is it valued?
- World Class Organisations -common traits and practices
- Reputation audits - what they reveal
- SWOT, PEST, and Reputation
- The strategic drivers of reputation
- Map your desired reputation

Unit 2: Organisational Alignment:

- Compiling stakeholder interest inventories
- Opinion measurement and monitoring
- Stakeholder mapping
- Identifying touch points and moments of truth
- Internal alignment
- Testing for organizational alignment

Unit 3: From Organisational to Communications Strategy:

- Strategy, its function, and development
- Outlining the elements of your strategy
- Matching strategy to tactics
- Channels and their use
- Mapping stakeholders to channels
- Message control and Organisational alignment

Unit 4: The Reputation Toolkit:

- Identifying the appropriate reputational levers
- Corporate Social Responsibility
- Issue management and environmental scanning
- Crisis reputation management - Spokesperson selection and training
- Business and reputation recovery
- Influencer relationships

Unit 5: From Planning to Successful Practice:

- Process mapping and control - the core of planning
- The elements of a successful plan
- Your plan - construction and critique
- Persuasive presentation
- Selling your plan to senior decision-makers



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Strategic Communication & Reputation Management**

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