



External Relations and Reputation Management

19 - 20 May 2025
Barcelona (Spain)



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Ref.: 15328_304378 **Date:** 19 - 20 May 2025 **Location:** Barcelona (Spain) **Fees:** 4900 Euro

Introduction

To gain understanding and support for the initiatives and problems that arise during an organization's operations, external relations management must be focused on building good relationships with external stakeholders. It has been aptly described as "a promise made and a promise 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.

By identifying opportunities and hazards that are crucial to an organization, external relations and reputation management gives a company the chance to communicate and manage positive parts of its image and values. Every organization benefits from being able to actively monitor, evaluate, and respond to both internal and external concerns, which also helps the success of those businesses. As a means of strengthening their competitive edge in a changing business environment, organizations need to acquire capacities for managing crucial external relations that capture the characteristics and specificities of those relationships.

Course Objectives

- Give learners a comprehension of the conceptual issues, core ideas, and procedures involved in corporate reputation management.
- Direct participants toward the development and enhancement of 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

- Improved understanding of the rules and concepts of protocols
- Improved verbal and linguistic diplomacy
- Polished sense of self and reputation

- Developing personal, virtual, and international diplomacy
- Recognizing the visit procedure for the two-way meeting and organizing the signing ceremonies with appropriate seating
- Establishing diplomatic 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
- Improved capacity for working abroad and knowledge of critical aspects of intercultural communication, and
- Refined competence and proficiency in interactions with international partners.

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 & 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
- 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.
- Using 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



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