



Building a Resilient Institutional Image in the Digital Era

10 - 14 Feb 2025
Milan (Italy)





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Ref.: 15436_307890 **Date:** 10 - 14 Feb 2025 **Location:** Milan (Italy) **Fees:** 4900 **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 dynamic training course aims to equip participants with the essential knowledge and skills to leverage modern communication technology in enhancing the image of their respective institutions. Throughout the course, we will explore various strategies to optimize social media platforms, create engaging multimedia content, and build an effective online presence.

Furthermore, we will delve into data analytics, enabling participants to measure the effectiveness of their image-building efforts and make informed decisions to improve their institution's perception continually. With a focus on practical application, interactive workshops, and real-world case studies will be an integral part of the learning experience.

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 course the participants will be able to:

- Understand the importance of institutional image in today's digital landscape and its impact on various stakeholders.
- Utilize social media platforms effectively to 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:

- 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



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