AZ TECH

An ISO 9001:2015 & ISO 29990:2010
Certified Company

Reputation Management & Strategic Communications

16 - 20 September 2018
Dubai, United Arab Emirates

ACS REGISTRARS Quality Assurance ISO 9001

ACS REGISTRARS ISO 29990

ACCREDITED IACET PROVIDER

ilm Recognised Provider

The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for re-certification credit.

United Nations Global Compact

Reputation Management & Strategic Communications

Course Schedule

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Why Choose this Training Course?

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 organisation in the minds of stakeholders. In this highly interactive 5-day 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 behaviours of your organisation to build credibility and trust among stakeholders.

This training course will feature:

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

What are the Goals?

By the end of this course 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 reputation
- Produce a clearly reasoned reputational defence plan and implement it
- Deliver business excellence for organisational reputation alignment

Who is this Training Course for?

This course will benefit any senior manager who shares responsibility for developing brand and reputation and particularly: Communications specialists (internal and external), HR professionals with a concern for the impacts of reputation, Departmental managers and Project managers

How will this Training Course be Presented?

This course uses a variety of proven adult learning techniques to ensure maximum understanding and retention of the information presented. Participants will be engaged through powerful individual and group exercises. These provide opportunities for personal participation in real situations. This process makes training fun filled, fast-paced, challenging and empowering. This course uses a rich mixture of activities, case-studies, videos and projects combined with compelling presentations and skill practice.

The Course Content

DAY ONE: 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

DAY TWO: Organisational Alignment

- Compiling stakeholder interest inventories
- Opinion measurement and monitoring
- Stakeholder mapping
- Identifying touchpoints and moments of truth
- Internal alignment
- Testing for organisational alignment

DAY THREE: 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

DAY FOUR: 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

DAY FIVE: From Planning to Successful Practice

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

The Certificate

AZTech Certificate of Completion for delegates who attend and complete the course

Reputation Management & Strategic Communications

Date	Venue	Fees(USD)	Book your seat
16 - 20 Sep 2018	Dubai	$4,750	**Register Now**

This fee is inclusive of Documentation, Lunch and Refreshments

REGISTRATION DETAILS

Family Name:_____ First Name:_____

Position:_____ Company:_____

Mailing Address:_____

Telephone:_____Mobile:_____Fax:_____Email:_____

AUTHORISATION

Authorised by:_____Position:_____

Telephone:_____Fax:_____Email:_____

Postal Address:_____

MODE OF PAYMENT

☐ **Please invoice my company** ☐ **Please invoice me** ☐ **Please find enclosed a cheque payable to AZTECH**

HOTEL ACCOMMODATION

Hotel accommodation is not included in the Registration Fee. A reduced corporate rate and a limited number of rooms are available for attendees wishing to stay at the hotel venue. Please make your request for accommodation at least **3 weeks prior** to the commencement of the course.

CANCELLATIONS & SUBSTITUTIONS

You must notify the Registrar of cancellations at least 2 weeks before a scheduled seminar in order to be eligible for a credit. If you cannot attend, you may send a replacement from your organisation at no charge. There is a $250 handling charge for all cancellations or rescheduling. We reserve the right to cancel a seminar due to low enrollment. All registrants will be notified in advance and a full refund will be provided upon request.

DOWNLOAD TRAINING PLAN 2018

Scan this code with your smart phone to download Training Plan 2018. Our training portfolio will provide you a number seminars and courses to choose from depending on your organisational goals and personal development objectives.

EVENT DISCLAIMER

We reserve the right to cancel or postpone a seminar or related event, change venue, substitution of the Instructor at our sole discretion. If this occurs, our responsibility is limited to a refund of any registration fee(s) already paid. We are not responsible for airline tickets, hotels costs, other tickets or payments, or any similar fee penalties or related or unrelated losses, costs and/or expenses registrants may incur or have incurred as a result of any trip cancellations or changes.

4 WAYS TO REGISTER

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Visit our website: ..... www.aztechtraining.com

CERTIFICATION

AZTech Certificate of Completion for delegates who attend and complete the course

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