



### **Workshop on Building and Managing Corporate Reputation**

May 13 – 17, 2024, 1st Run: Lagos & Port Harcourt

November 11 - 15, 2024, 2nd Run: Lagos & Abuja

For Tutor -Led Class: 9am – 4:30pm

Workshop fee: N250, 000 per Participant

For online: Delivery via Zoom

Online course fee: N200, 000 per Participant

**Available for In-plant Training**

**500 U\$D for foreign  
Participants**

#### **Program Overview:**

Corporate reputation is the overall estimation in which an organization is held by its internal and external stakeholders based on its past actions, inactions and probability of its future behavior. Good reputation will cause both customers and vendors to be more trusting and loyal to the business organization. Also, a good business reputation is advantageous for employee recruitment, development, and retention. Since reputation is intangible, many companies find it difficult to build and manage the importance of this program.

#### **For Whom:**

Managers responsible for managing and designing organizations' corporate reputation on a local, regional and global basis, Professionals seeking to create, build or restructure a company or client's corporate reputation. Communication professionals representing public listed companies, corporations in high profile or sensitive industries or organizations highly oriented towards public accountability.

#### **Learning Objectives:**

At the of this program, participants will be able to;

- help build organizations that behave ethically, admirable, worthy of respect, and trustworthy to do business with;
- help build an organization with great reputation that is appealing to talented employees;
- help build an organization that is well managed, with a clear vision for the future;
- help build an organization that recognizes social responsibilities, supports good causes within the environment;
- help build an organization that cares about her customers and is strongly committed to customers' wellbeing;
- help build an organization that offers high quality products and services; and
- help build an organization that stands behind its products & services, to provide consistent services.

#### **Course Outline:**

##### **Day 1: Rationale for Corporate Reputation Management**

- The practical business benefits of a proactively managed corporate reputation
- Corporate image in various industry sectors (B2B and B2C) as well as non-profit and government organizations
- Assessing the ROI in corporate image and reputation management
- Identifying the KPIs for measuring corporate reputation
- Measuring the relative contribution of various activities to corporate reputation
- Setting objectives and measurable goals for corporate reputation

## Day 2: Structuring & Managing Corporate Reputation within the Organization

- Overview of Departmental Structure in Various Organizations (Public, Private, Local & Multinational)
- The advantages and disadvantages of outsourcing
- Roles and responsibilities of corporate communications professionals
- Planning the budget for corporate reputation management

## Day 3: Media Relations in a Corporate Image Building Campaign

- How corporate media relationship building differ from other media relations activities
- Defining messages for international, regional and local media
- Identifying and engaging the most important media for corporate image building
- Steps towards building relationships with Tier 1 business media
- How to adapt to a changing media landscape
- Preparing and coaching the company spokesperson
- Managing multi-market corporate image campaigns

## Day 4: Beyond Media Relations:

### Stakeholder Engagement & Corporate Reputation

- Identifying and weighting stakeholders:
- Regulators, activists, community organizations, think tanks and opinion leaders
- Industry standard processes for stakeholder mapping, classification and engagement
- Making the most of your existing resources – Repurposing marketing and communication materials for stakeholders’ engagement
- The role of social corporate responsibility and sustainability in corporate reputation
- Inside-out: How Workplace Communication Affect Corporate Reputation
- How to proactively manage employee relationships
- Creating internal-external communication synergies
- Unions and employee organizations
- Tools of employee communications
- Measuring the success of employee communications

## Day 5: New Media in Corporate Image & Reputation Management

- The role of new media (Blogs, RSS, SEO) in building corporate reputation
- Dealing with a global “always on” new media environment
- Working with discussion boards, “citizen media” and bloggers
- Defending and Protecting Corporate Reputation
- Ongoing issues management
- Crisis readiness and management
- Understanding “pedestal effect”

## Training Methodology

Lectures, discussions, exercises, and case studies will be used to reinforce these teachings/learning methods.

### LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 - Green-Minds Hotel, Plot 764, Cadastral Zone B05, E. Ekukinam Street, Utako District, Abuja

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

**Open Course Fee: N250, 000**

In-plant Fee Negotiable

### WORKSHOP FEE:

**N250, 000 per participant, VAT –N18, 750**

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814  
24/7 Lines: 234-8068933608, 234-8029170491, 234-8145745664,  
& 234-9112830607**