Image making and reputation management

25 – 29 January 2027
Munich (Germany)



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Introduction

The mental image of an organization is one of the key pillars of its success, playing a critical role in supporting the achievement of its mission, vision, and strategic objectives. Understanding the concept of image making and its significance is essential, as it helps protect the organization's reputation from accusations and rumors while increasing satisfaction among the target audience. This ultimately enhances their interest in the organization's services or products. The mental image guides all personnel in contributing to the maintenance, development, and enhancement of the organization's image locally, regionally, and internationally.

This intensive course aims to explore reputation management strategies within organizations and their role in building a strong brand. It covers topics such as constructing a distinctive and positive mental image and reputation for companies and institutions, deepening the understanding of the image-making process, and acquiring skills in planning, managing, maintaining, and developing the mental image to support the organization's mission, vision, and strategic objectives.

Course Objectives

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

- Understand the mental image and its components: Learn the essential elements of image making and its importance in building a strong organizational image.
- Recognize the importance of the mental image and its implications in achieving strategic objectives.
- Comprehend the stages of building the mental image: Learn how to create and maintain a strong mental image that enhances the organization's reputation.
- Familiarize with strategies for building and supporting the mental image: Gain the necessary skills in reputation management, including digital reputation management.
- Acquire skills in planning, managing, maintaining, and developing the mental image: Learn how to create a robust mental image that aligns with the organization's vision and mission.
- Identify obstacles and issues that distort the organization's image: Learn how to address and overcome reputational challenges such as rumors and crises.
- Deepen understanding of the mental image and develop skills to effectively contribute to the organization's objectives, ensuring clarity of the organization's image and reputation among its target audience.



Course Outlines

Day 1: Understanding the Mental Image

- Introduction to the concept of image making.
- Definition of image making and its importance in organizational reputation.
- Types of mental images and their effects on reputation.
- Key components of the mental image.
- Principles of building a positive mental image.
- Consequences of a strong or weak mental image on organizational success.

Day 2: Managing the Mental Image and Reputation

- Reputation management and its importance in protecting the organization's image.
- Developing and protecting the mental image during crises.
- Challenges and opportunities in digital reputation management.
- Building sustainable development plans for maintaining a positive mental image.

Day 3: Corporate Reputation Management Strategies

- Reputation management strategies for enhancing and maintaining reputation.
- Developing a strategic communication plan to support the organization's reputation.
- Planning media programs to manage public perception.

Day 4: Internal Communication and Evaluation

- Enhancing the strategic communication plan for the organization.
- Establishing and improving an internal communication system to support the mental image.
- Creating a follow-up and evaluation plan for managing reputation.
- Providing professional development programs to enhance employee performance in supporting the organization's image.
- Understanding the societal role of institutions in shaping their reputation.

Day 5: The Importance of the Mental Image

- The critical role of the mental image in organizational success.
- Strategic planning for maintaining and managing the image.
- Understanding the impact of different types of mental images on organizational reputation.
- Long-term planning for managing and improving the mental image and reputation.



Why Attend this Course: Wins & Losses!

- Gain deep understanding of image making and how it affects reputation management on a long-term basis.
- Learn best strategies for reputation management and how to implement them to respond to crises and challenges effectively.
- Master digital reputation management to handle the online aspect of reputation building and monitoring.
- Develop the ability to create and sustain a positive mental image that aligns with the organization's mission and vision.
- Build essential skills in strategic communication, media planning, and reputation management.

Conclusion

Reputation management is not just a reactive process for dealing with rumors or criticisms; it is a comprehensive strategy that enhances the organization’s ability to achieve its objectives. By learning best practices in reputation management and applying advanced strategies for digital reputation management, organizations can build a strong mental image that supports their long-term success.

Reputation management is an ongoing process that requires careful planning, quick responses, and regular evaluation. By applying the strategies learned in this course, participants will be equipped to improve their organization's reputation and successfully manage their mental image both locally and globally.

