

## Image making and reputation management

*Geneva (Switzerland)*

*21 - 25 April 2025*

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## Image making and reputation management

Code: LM28 From: 21 - 25 April 2025 City: Geneva (Switzerland) Fees: 4700 Pound

### Introduction

The mental image of an organization is considered one of the pillars of its success due to its significant importance in supporting the achievement of its mission, vision, and strategic objectives. It plays a role in protecting its reputation from accusations and rumors, as well as increasing the satisfaction of the target audience and addressing their reactions, thus enhancing their interest in the organization's services or products. It also directs all the organization's personnel to contribute to the maintenance, development, and enhancement of its mental image locally, regionally, and internationally.

This intensive course aims to explore reputation management strategies in organizations and their role in building the brand. It covers topics such as building a distinctive and positive mental image and reputation for companies and institutions, deepening understanding of the mental image, acquiring skills in planning, managing, maintaining, and developing it to contribute to the organization's mission, vision, and strategic objectives. It also focuses on ensuring the clarity of the organization's image and reputation among the target audience, increasing their satisfaction with the organization, its products, and services.

### Objectives

- Understanding the mental image and its components.
- Recognizing the importance of the mental image and its consequences.
- Understanding the stages of building the mental image.
- Familiarizing with strategies for building and supporting the mental image.
- Acquiring skills in planning, managing, maintaining, and developing the mental image.
- Identifying obstacles and problems that distort the organization's image and harm its reputation, and learning how to address and overcome them.
- Deepening understanding of the mental image, acquiring skills in planning, managing, maintaining, and developing it to contribute to the organization's mission, vision, and strategic objectives. Ensuring the clarity of the organization's image and reputation among the target audience and increasing their satisfaction with it, its products, and services.

### Course Outlines

#### Day 1

- Introduction to understanding the mental image.
- The concept of the mental image and its importance.
- Types of mental images.
- Components of the mental image.

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it. The text 'UK Training PARTNER' is overlaid on the board. 'UK Training' is in a smaller font, and 'PARTNER' is in a large, bold, black font.

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- Governing principles of building the mental image.
- Consequences of the mental image.

#### Day 2

- Managing the mental image and corporate reputation.
- Developing and protecting the organization's mental image during crises.
- Managing online reputation and the challenges and opportunities it presents.
- Building sustainable development plans for the mental image.

#### Day 3

- Corporate reputation management strategies.
- Strategies for building and maintaining reputation.
- Developing a strategic communication plan for the company or institution.
- Planning media programs for the organization.

#### Day 4

- Developing a strategic communication plan for the company or institution.
- Planning media programs for the organization.
- Establishing and developing an internal communication system within the organization.
- Creating a follow-up and evaluation plan for reputation management.
- Providing a professional development program to enhance the performance of the organization's employees.
- Guiding the societal role of institutions.

#### Day 5

- The importance of the mental image.
- Planning and managing the mental image.
- Understanding the concept of the mental image and its components.
- Types of mental images and their impact on reputation.
- Governing principles of building the mental image and its consequences.
- Planning the annual mental image and identifying key areas.

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