

Image making and reputation management

Sharm El-Sheikh (Egypt)

13 - 17 July 2025

UK Training

PARTNER



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Code: LM28 From: 13 - 17 July 2025 City: Sharm El-Sheikh (Egypt) Fees: 3700 Pound

Introduction

The mental image of an organization is considered one of the 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 target audience satisfaction. 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 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

- Understand the mental image and its components.
- Recognize the importance of the mental image and its implications.
- Comprehend the stages of building the mental image.
- Familiarize with strategies for building and supporting the mental image.
- Acquire skills in planning, managing, maintaining, and developing the mental image.
- Identify obstacles and issues that distort the organization's image and harm its reputation, and learn how to address and overcome them.
- Deepen understanding of the mental image and develop skills to contribute effectively to the organization's mission, vision, and strategic objectives, ensuring clarity of the organization's image and reputation among the target audience while increasing their satisfaction with its products and services.

Course Outlines

Day 1: Understanding the Mental Image

- Introduction to the concept of image making.
- Definition of image making and its importance.
- Types of mental images.
- Components of the mental image.
- Governing principles for building the mental image.
- Consequences of the mental image.

Day 2: Managing the Mental Image and Reputation

The logo for UK Training Partner features the text 'UK Training' in a smaller font above the word 'PARTNER' in a large, bold, black font. The background of the logo is a chessboard with several chess pieces (a king, a pawn, and a knight) and a circular ripple effect behind the text.

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

Day 3: Corporate Reputation Management Strategies

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

Day 4: Internal Communication and Evaluation

- Further development of 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 employee performance.
- Guiding the societal role of institutions.

Day 5: The Importance of the Mental Image

- The significance 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.
- Annual planning for the mental image and identifying key areas.

Conclusion

Reputation management is not merely a process for handling rumors or criticisms; it is a comprehensive strategy that enhances the organization's ability to achieve its objectives. By learning about best practices in reputation management and applying advanced reputation management strategies, organizations can build a strong mental image that contributes to their sustainable success.

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