

Brand and Reputation Insight

Brief description

Reputation Management Mastery is your gateway to mastering the art of influencing and controlling public perception in today's digital age. In an era where a single online review can make or break a business, this course equips you with the essential tools and strategies to build and maintain a positive image for individuals, companies, organisations, or brands.

Our engaging course takes you on a journey from the core principles of reputation management to the practical implementation of strategies that will solidify trust and sustainability. We believe in building from the inside out, using your brand and reputation as the powerful levers for success. Through our expertise, decades of experience, and real-world case studies, we provide you with actionable insights that will empower you to grow your organisation in a meaningful way.

Course content

During this course, the following will be covered:

Understanding Reputation Risk

- Identifying Potential Crisis Triggers
- Crisis Prevention Strategies
- Case Studies: Learning from Past Reputational Crises

Topic 2: Financial Planning for Reputation Management

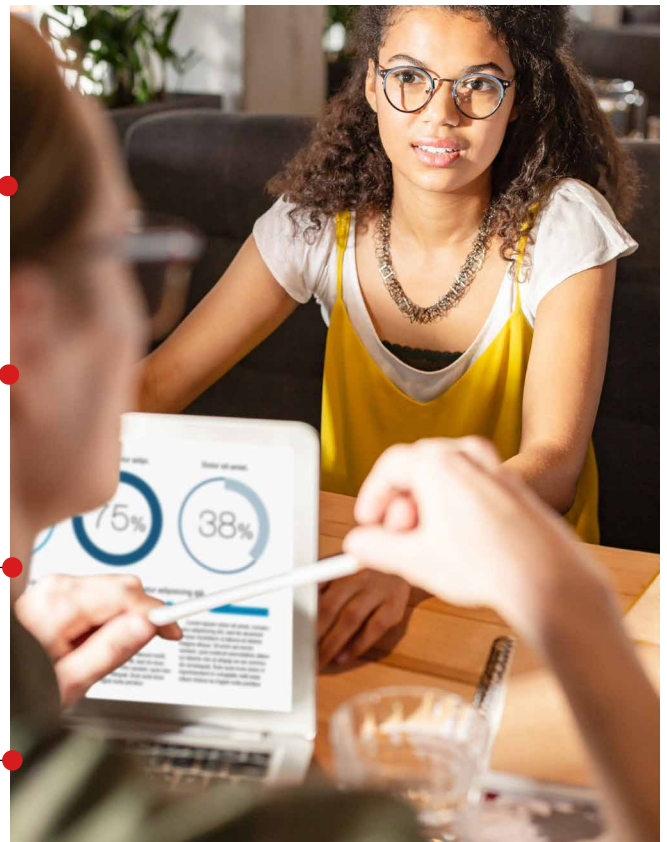
- The Role of Reputation in Financial Health
- Budgeting for Reputation Management
- Allocating Resources Effectively
- Measuring ROI in Reputation Investments

Topic 3: Measurement Tools and Metrics

- Key Performance Indicators (KPIs) for Reputation
- Analysing Online and Offline Reputation Metrics
- Tools and Software for Reputation Monitoring
- Interpreting Data for Informed Decision-Making

Topic 4: Pro-active Reputation Building

- Crafting a Pro-active Reputation Strategy
- Building Positive Stakeholder Relationships
- Developing and Communicating Key Messages
- Crisis Preparedness and Response Planning



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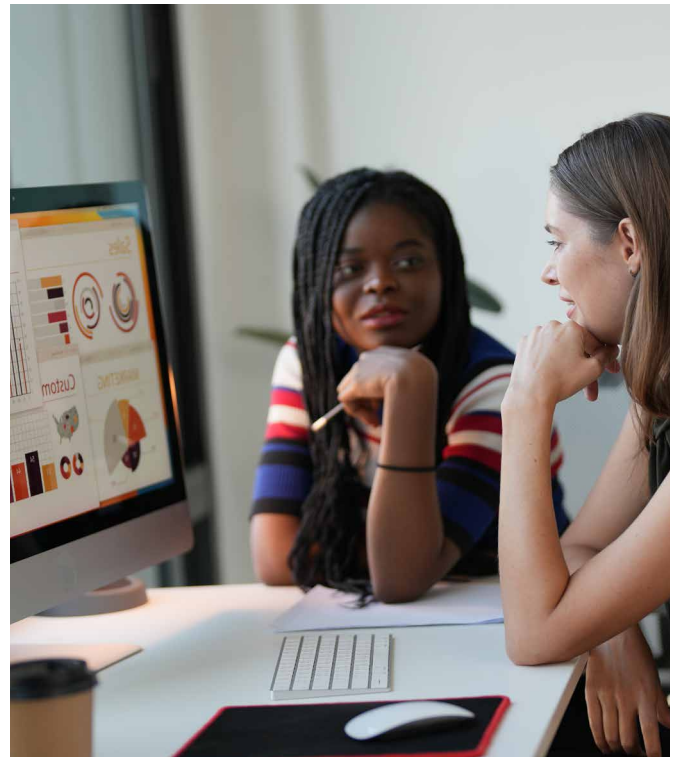


Learning Outcomes

Upon completion of this course, delegates will be able to:

- ✓ **Mastering Brand and Reputation Building:** Delegates will have a comprehensive understanding of the intricacies involved in building a strong brand and reputation, from the foundational principles to advanced strategies.
- ✓ **Proficiency in the 8 Pillars of Reputation Building:** Delegates will be well-versed in the eight essential pillars that form the backbone of reputation management, enabling them to construct a robust reputation framework.
- ✓ **Expertise in Key Reputation Management Tools:** Delegates will gain proficiency in using key tools and resources essential for effective reputation management, ensuring they are well-equipped to handle various scenarios.
- ✓ **Mastery of Measurement Techniques:** Delegates will learn how to measure the outcomes of their reputation management efforts, utilizing advanced techniques to gauge impact accurately.
- ✓ **Platform Effectiveness:** Delegates will discern which platforms are most effective for their specific reputation management goals, enhancing their online and offline presence.
- ✓ **Structures Beyond PR:** Delegates will understand that reputation management extends beyond traditional PR, encompassing a holistic approach that integrates brand and reputation throughout the organisation.

- ✓ **Strategic Planning with Executives:** Delegates will acquire the skills needed to collaborate effectively with high-level executives in planning reputation management strategies that align with organisational objectives.
- ✓ **Enhanced Strategic Thinking:** Delegates will develop a strategic mind-set, enabling them to make informed decisions and navigate complex reputation challenges with wisdom and foresight.



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Course fees

R8 050.00 per delegate (VAT incl.)

Course fees include all course material.

Course fees must be paid in full 14 days prior to course start dates. Proof of payment can be submitted to enrolments@enterprises.up.ac.za.

Who should enrol?

Prospective delegates must have an understanding of management & communication to ensure that they are equipped to maximize their learning experience and effectively apply the information.

Entry Requirements:

Delegates must have Grade 12 or tertiary qualification or relevant experience.

In house Offering

Explore personalized training solutions crafted specifically for your company's unique requirements. Connect with us for further details and unleash the potential of tailored learning experiences.

Email: saleshub@enterprises.up.ac.za

Accreditation and certification

Enterprises University of Pretoria (Pty) Ltd is wholly owned by the University of Pretoria. As a public higher education institution, the University of Pretoria functions in accordance to the Higher Education Act 101 of 1997. Enterprises University of Pretoria offers short courses on behalf of the University and these short courses are not credit-bearing, and do not lead to formal qualifications on the National Qualifications Framework (NQF) – unless stated otherwise. Delegates who successfully complete a short course and comply with the related assessment criteria (where applicable) are awarded certificates of successful completion and/or attendance by the University of Pretoria.



Registration and enquiries

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