€TRAINING

Business Image Management

25 - 29 November 2024
Rome (Italy)

Business Image Management

REF: M1123 DATE: 25 - 29 November 2024 Venue: Rome (Italy) - Fee: 5940 Euro

Introduction:

This training program is a comprehensive initiative designed to equip professionals with the skills and knowledge necessary to strategically shape and maintain the perception of their organization. This program focuses on techniques for cultivating a positive corporate image, managing reputation, and aligning organizational values with stakeholder expectations.

Program Objectives:

At the end of this program, the participants will be able to:

- Strategically analyze and manage the image of their organization, aligning it with business objectives and stakeholder expectations.

- Implement effective communication strategies to enhance brand perception and reputation in the marketplace.

- Identify and address potential risks to the organization's image, fostering resilience and adaptability in managing crises or challenges.

- Cultivate a culture of transparency, integrity, and trust within the organization to strengthen its overall image and credibility.

- Utilize various tools and techniques to measure and evaluate the effectiveness of image management efforts, enabling continuous improvement and refinement of strategies.

- Collaborate cross-functionally to integrate image management practices into organizational processes and decision-making, ensuring consistency and alignment with corporate values.

Targeted Audience:

- Marketing directors.

- Business owners.

- PR managers, PR Executives & Marketing Executive.

- Branding, product, design & marketing managers.

- Graphic designers in the private sector, public sector, and start-up.

Program Outlines:

Unit 1:

Essential Business Practices:

- Practical Issues.

- Industry Standard Terminology.

- Industry Methodologies, Standards Best Practices.

- Business Mapping of Operations.

Unit 2:

Quality Assurance and Identity Management:

- Quality Assurance TQM Issues.

- What Investors Customers Really Think About Your Organization's Image?

- The elements of your corporate identity.

- How to manage your Identity?

Unit 3:

Analysis and Communication Evaluation:

- The key tasks for the Analysis team.

- How to interview outsiders and employees?

- How to check how people see your company?

- How to Analyze communication materials?

Unit 4:

Identity Program Development and Evaluation:

- How to develop and implement an Identity Program to correct problems and improve management controls?

- If you already have an Identity Program, How to assess its effectiveness?

- Planning Issues.

- Flow Charts.

Unit 5:

Technology Integration for Image Management:

- Tools and Technology Issues.

- Information Technology Issues.

- Management Information Needs and Related Systems.

- Implementing Improvements.