



*Training Course:
Managing the Image of your Organization or
Department*

*2 - 6 September 2024
Geneva (Switzerland)*

Training Course: Managing the Image of your Organization or Department

Training Course code: MA9345 From: 2 - 6 September 2024 Venue: Geneva (Switzerland) - Training Course Fees: 5250 € Euro

Program Overview

In this program you will learn about...

In this program the participant will gain practical knowledge to understand

- Organizational Image
- Impact of Image in the Business Environment
- Analyzing effectiveness of a current identity
- How to determine what changes in Image should be Prioritized
- Implementing Image Change
- Evaluating effectiveness of the Image Change.

Program Content

In this program you will learn about the Corporate Identity

- Practical Issues
- Industry Standard Terminology
- Industry Methodologies, Standards Best Practices
- Business Mapping of Operations
- Flow Charts
- 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?
- 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?
- 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
- Tools and Technology Issues
- Information Technology Issues
- Management Information Needs and Related Systems
- Implementing Improvements

Registration form on the Training Course: Managing the Image of your Organization or Department

Training Course code: MA9345 From: 2 - 6 September 2024 Venue: Geneva (Switzerland) - Training Course
Fees: 5250 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
 Position:
 Telephone / Mobile:
 Personal E-Mail:
 Official E-Mail:

Company Information

Company Name:
 Address:
 City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
 Position:
 Telephone / Mobile:
 Personal E-Mail:
 Official E-Mail:

Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

Easy Ways To Register

Telephone:
+201095004484 to
provisionally reserve your
place.

Fax your completed
registration
form to: +20233379764

E-mail to us :
info@gh4t.com
or training@gh4t.com

Complete & return the
booking form with cheque
to: Global Horizon
3 Oudai street, Aldouki,
Giza, Giza Governorate,
Egypt.