



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

*14 - 18 April 2025  
Boston (USA)*

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

Training Course code: MA9345 From: 14 - 18 April 2025 Venue: Boston (USA) - Training Course Fees: 6200 € 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

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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.