Global Horizon
TRAINING CENTER

Training Course:
Managing the Image of your Organization or Department

21 - 25 September 2026
Lisbon (Portugal)

Training Course:
Managing the Image of your Organization or Department

Training Course code: MA9345 From: 21 - 25 September 2026 Venue: Lisbon (Portugal) - Training Course Fees: 6050 Euro

Introduction

In today's highly connected and reputation-driven environment, the image of an organization or department plays a critical role in shaping stakeholder perceptions, trust, and long-term success. A strong and consistent image enhances credibility, supports strategic objectives, and strengthens relationships with clients, employees, and the public.

This program, developed by Global Horizon Training Center, equips participants with the knowledge and tools required to build, manage, and protect organizational image effectively. It focuses on communication strategies, brand positioning, stakeholder engagement, and reputation management, enabling participants to align internal practices with external perceptions.

Course Objectives

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

- Understand the importance of organizational image and reputation
- Develop and manage a strong and consistent organizational image
- Align communication strategies with organizational values and objectives
- Enhance stakeholder engagement and public perception
- Apply branding and positioning techniques effectively
- Manage internal and external communication channels
- Handle crises and protect organizational reputation
- Monitor and evaluate image and reputation performance

Target Audience

This program is designed for:

- Managers and Department Heads
- Public Relations and Communications Professionals
- Marketing and Branding Specialists
- Customer Service and Experience Managers
- Government and Public Sector Officials
- Professionals responsible for organizational image and stakeholder relations

Outline

Day 1: Foundations of Organizational Image and Reputation

- Understanding Organizational Image and Brand Identity
- The Importance of Reputation in Organizational Success
- Internal vs. External Image Perception
- Key Drivers of Organizational Image
- Aligning Image with Vision, Mission, and Values
- Case Studies on Organizational Image

Day 2: Communication Strategies and Branding

- Strategic Communication Planning
- Branding and Positioning Techniques
- Developing Key Messages and Communication Frameworks
- Managing Internal and External Communication Channels
- Digital Presence and Social Media Impact
- Consistency in Messaging and Branding

Day 3: Stakeholder Engagement and Relationship Management

- Identifying Key Stakeholders
- Building Trust and Credibility
- Customer and Public Engagement Strategies
- Managing Expectations and Feedback
- Enhancing Customer Experience
- Relationship Management Best Practices

Day 4: Reputation Risk and Crisis Management

- Identifying Reputation Risks
- Crisis Communication Planning
- Managing Media Relations
- Responding to Negative Publicity
- Maintaining Trust during Crises
- Case Studies on Crisis Management

Day 5: Monitoring, Evaluation, and Continuous Improvement

- Measuring Organizational Image and Reputation
- Key Performance Indicators KPIs for Image Management
- Feedback and Survey Analysis
- Continuous Improvement Strategies
- Building Long-Term Reputation Strategies
- Developing Action Plans for Image Enhancement

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.