



*Training Course:
Building Strategies for Corporate Image and
Reputation*

*14 - 18 December 2026
Madrid (Spain)*

Training Course: Building Strategies for Corporate Image and Reputation

Training Course code: SC235480 From: 14 - 18 December 2026 Venue: Madrid (Spain) - Training Course Fees: 6300 € Euro

Introduction:

In today's fast-paced and competitive business environment, the corporate image and reputation of an organization are more crucial than ever. These elements not only influence customer perceptions but also play a significant role in attracting investors, retaining top talent, and ensuring long-term success. A strong corporate image fosters trust, loyalty, and brand equity, while a solid reputation enhances the organization's credibility and resilience during crises.

This training program is designed to provide participants with the knowledge and skills necessary to develop and implement effective strategies for building and managing a positive corporate image and reputation. Through this program, participants will learn how to assess their current image, create strategic plans to improve it, and navigate the challenges that may arise in maintaining a strong reputation.

Objectives:

- Understand the core concepts of corporate image and reputation.
- Develop the skills to assess and analyze the current corporate image.
- Create and implement strategies to enhance and sustain a positive corporate image and reputation.
- Learn to measure the effectiveness of image and reputation strategies.
- Equip participants with the tools to manage and mitigate reputational risks and crises.

Target Audience:

- Public Relations Managers
- Marketing and Communications Professionals
- Corporate Affairs and Communication Teams
- Brand Managers
- Senior Executives and Decision-Makers
- Entrepreneurs and Business Owners

Outlines:

Day 1:

Understanding Corporate Image and Reputation

- Introduction to Corporate Image and Reputation:
 - Definitions and importance.
 - The impact of corporate image on business success.
 - Differences between corporate image and reputation.
- Factors Influencing Corporate Image:
 - Internal and external factors.
 - The role of leadership and corporate culture.
- Case Studies:
 - Analyzing successful corporate image strategies from leading global brands.

Day 2:

Assessing and Analyzing Corporate Image

- Tools for Assessing Corporate Image:
 - Surveys, interviews, and focus groups.
 - Social media sentiment analysis.
 - Competitive benchmarking.
- Evaluating Stakeholder Perceptions:
 - Identifying key stakeholders.
 - Understanding stakeholder expectations and perceptions.
- SWOT Analysis for Corporate Image:
 - Identifying strengths, weaknesses, opportunities, and threats.
 - Prioritizing areas for improvement.

Day 3:

Developing Strategies for Enhancing Corporate Image and Reputation

- Strategic Planning for Corporate Image:
 - Setting objectives and goals.
 - Crafting a clear and consistent message.
 - Aligning corporate image with organizational values and culture.
- Communications Strategies:
 - Internal communication: Engaging employees as brand ambassadors.
 - External communication: Media relations, advertising, and public relations.
 - Utilizing digital and social media platforms.
- Branding and Visual Identity:
 - The role of branding in corporate image.
 - Developing a coherent visual identity.

Day 4:

Implementing and Measuring the Effectiveness of Strategies

- Implementation Tactics:
 - Assigning roles and responsibilities.
 - Creating timelines and action plans.
 - Monitoring and adjusting strategies in real-time.
- Measuring Success:
 - Key performance indicators KPIs for corporate image and reputation.
 - Tools and methods for tracking progress and gathering feedback.
 - Continuous improvement and adaptation of strategies.

Day 5:

Managing Reputational Risks and Crises

- Understanding Reputational Risks:
 - Common threats to corporate reputation.

- Identifying potential risks early.
- Crisis Management Planning:
 - Developing a crisis communication plan.
 - Crisis response and recovery strategies.
 - Engaging with media and stakeholders during a crisis.

Registration form on the Training Course: Building Strategies for Corporate Image and Reputation

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