



*Training Course:
Managing Identity, Reputation, and Developing
Organizational Communication Strategies*

*8 - 12 March 2027
Madrid (Spain)*

Training Course: Managing Identity, Reputation, and Developing Organizational Communication Strategies

Training Course code: SC235238 From: 8 - 12 March 2027 Venue: Madrid (Spain) - Training Course Fees: 6300 € Euro

Introduction

The main objective of this training course is to provide a comprehensive and in-depth understanding of organizational communication strategies and the management of identity and reputation in an environment characterized by sustained change. This course will provide participants with methods and concepts to understand how to develop communication strategies within the organization and manage its reputation effectively.

Objectives

- Understand the importance of organizational communication in a changing environment.
- Acquire skills in stakeholder relationship management and enhancing effective communication.
- Develop the ability to define the organization's identity, understand its importance, and manage its reputation.
- Align identity and reputation to achieve organizational goals.
- Develop effective strategies for organizational communication.
- Link organizational communication strategies with strategic planning processes.
- Understand the global aspects of institutional communication and its impact.
- Deal with cultural aspects when interacting with the audience.
- Identify challenges and opportunities in the new media landscape.

Target Audience:

- Marketing and communications managers in organizations.
- Public relations and media managers.
- Internal and external communication specialists.
- Anyone looking to enhance their skills in organizational communication and identity and reputation management.

Outlines:

Day 1

- Understanding organizational communication in a changing environment.
- Challenges faced by organizations in communicating with the public.
- Stakeholder management and communication enhancement.

Day 2

- Defining the organization's identity.
- Understanding the concept of organizational identity, how to define it clearly.
- The importance of the organization's identity and reputation.
- Aligning identity and reputation.

Day 3

- Developing organizational communication strategies.
- Organizational communication strategy and strategic planning.
- Global aspects of organizational communication and the application of best practices.

Day 4

- The new media landscape: Challenges and opportunities.
- Cultural aspects among the audience.
- Planning and executing communication programs and campaigns.

Day 5

- Research, measurement, and evaluation.
- Measuring the organization's reputation.
- Theories on measuring the effects of communication.

Registration form on the Training Course: Managing Identity, Reputation, and Developing Organizational Communication Strategies

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