XCELERATE TRAINING INSTITUTE

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PUBLIC RELATIONS

Corporate Brand and Reputation Management Training Course

Building a Strong Corporate Brand and Protecting Reputation

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	English or Arabic	Classroom / Online	PRT-108

Upcoming dates

Dates	Venue	Format	Fee
4 – 8 ????? 2027	Live online	Online (live)	€1?200
8 – 12 ?????? 2027	London	Classroom	€4?800
17 – 21 ???? 2027	Manama	Classroom	€3?800
12 – 16 ????? 2027	Live online	Online (live)	€1?200
23 – 27 ????? 2027	Paris	Classroom	€4?800
1 – 5 ?????? 2027	Singapore	Classroom	€5?500

Register or ask a question

Online: x8ti.com/course/corporate-brand-and-reputation-management-training-c…

+491631686678 · info@x8ti.com

Corporate Brand and Reputation Management Training Course

Introduction

A strong corporate reputation attracts customers, talent, partners and investors, and helps organisations survive crises. Reputation is built through consistent behaviour, communication and brand experience.

This course covers corporate brand strategy, reputation drivers, stakeholder perceptions, reputation risk, corporate responsibility and how to measure and manage reputation over time.

Learning Objectives

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

- Understand the drivers of corporate reputation
- Develop corporate brand identity and positioning
- Align behaviour, communication and brand experience
- Identify and manage reputation risks
- Use corporate responsibility to build trust
- Measure and report reputation

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants assess a company's reputation and build a reputation management plan.

Benefits for Your Organisation

- A stronger, more consistent corporate brand
- Greater stakeholder trust
- Early management of reputation risks
- Competitive advantage

Benefits for You

- Brand and reputation strategy skills
- Reputation risk tools
- Measurement frameworks
- Strategic communication perspective

Who Should Attend

This course is designed for:

- Corporate communication and PR directors

- Brand managers
- Marketing leaders
- Sustainability and CSR managers
- Senior executives

Course Outline

Day 1: Reputation Fundamentals

- What corporate reputation is
- Reputation drivers
- Stakeholder perceptions
- Brand and reputation
- Reputation assessment

Day 2: Corporate Brand

- Brand purpose, values and identity
- Positioning and narrative
- Brand architecture
- Employer brand
- Brand consistency

Day 3: Reputation Risk

- Identifying reputation risks
- Issues management
- Crisis preparedness
- Social media risk
- Scenario planning

Day 4: Trust and Responsibility

- Corporate responsibility and sustainability
- Stakeholder engagement
- Transparency and disclosure
- Leadership reputation
- Case studies

Day 5: Measuring Reputation

- Reputation measurement methods
- Dashboards and reporting
- Reputation management plan
- Presentations
- Action plan

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Registration Form

Corporate Brand and Reputation Management Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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Email this form
info@x8ti.com

Register online
Open the course page