



BUSINESS REPUTATION MANAGEMENT (M1030)

Date: 12 October 2010

Time: Registration (16.45 – 17.00) Seminar (17.00 – 19.00)

Venue: Tower Training Centre (Lower Ground at the MIA premises)

CPE hours: 2 Competency: Professional

Speaker: Jesmond Saliba

BACKGROUND INFORMATION

In a world where organisations are under increasing public scrutiny, protecting a company's corporate reputation and sending out the right messages are vital for survival. A good corporate reputation has become an increasingly valuable commodity to large global corporations, multinational enterprises and business operators. Companies have seen that if they have and develop good reputations, the value of their goodwill increases and this can lead to a higher share price and value.

It is important to have a strategic view of business and communications. At the same time, one needs to keep in mind the key pillars of excellent reputation, namely honesty, accountability and transparency.

While corporate image and identity can be created, corporate reputation must be earned.

Good reputation adds psychological value to a product and helps reduce the risks that customers perceive when buying a product or obtain a service. Above all, it helps customers choose between products and services. One under-valued issue which is linked with good reputation is employee job satisfaction and access to better quality employees.

Ultimately reputation is as financially meaningful as any other capital asset which transmits itself in various aspects of the organisation.

OBJECTIVES OF THIS COURSE

The course will focus on:

- Defining what reputation means to the participant and the organisation
- Developing an understanding of how reputation is built through a dynamic process
- Providing a level of understanding on the drivers of change
- Delivering an analysis on how brand reputation can be built through the strategic application of communications

AGENDA ITEMS

- Understanding reputation
- Evolution of communications in the development of reputation
- What is reputation?
- Issue management
- Reputation management
- Corporate Identity and Image formation
- Reputation – an intangible yet valuable asset
- Reputation attributes measuring
- Drivers of change



- Drivers of reputation
- How reputation can be an enabler
- The link between brand and reputation
- The business case for reputation
- Media management
- How to develop a reputation?
- How to conduct a communication audit?
- Conclusion

TARGET AUDIENCE

This course will be relevant for managers who have a responsibility for developing positive relationships with key internal and external stakeholder groups.

FEE & OTHER BOOKING INFORMATION

Fee: Members: € 18.50, Non-members: € 37.00, Students: € 10.00

Kindly place your reservation and affect payment through the [MIA Website](#) by close of business on Monday 11 October 2010. PS: Individual bookings are only to be made through the MIA website. Only group bookings can be made via [e-mail](#).

Participants are encouraged to utilise the parking facilities at Level -5.

SPEAKER'S PROFILE



Jesmond Saliba

Jesmond Saliba, has successfully read for an MSc Corporate Communications and Public Affairs at the Aberdeen Business School, Robert Gordon University (2008), following a research on how Global Brands can be effective in multi-cultural environments. He has previously successfully read for a BA in Communications and International Relations at the University of Malta.

Following an extensive experience in journalism and editorship of one of the national radio and television broadcasting companies, in 2001 and 2008 Jes was appointed as Communications Coordinator to the Minister for Investment, Industry and Information Technology.

Since 2008, Jesmond formed Corporate Identities International which is a Corporate Communications consultancy firm. With more than 12 years experience in journalism, PR, communications management and brand consultancy, this was the next logical career step for him to take.

Corporate Identities provides integrated corporate communication consultancy services focusing mainly on global brands and assist them in being effective in the local market. It also provides an integrated marketing consultancy services, delivers media relations services and assists companies in generating brand equity thanks to the strategic deployment of communications, whether locally or thanks to their alliances with international networks can assists companies to penetrate international markets.