



SM035: Branding and Communication Training

Training Description:

The course provides participants with a clear overview of key concepts involved in managing and developing organisational communications and reputation. A central focus of the course is how PR is evolving into a more business-led, holistic approach best termed "reputation management". Emphasis is placed on how organisational, branding and managerial communications can be developed so that a consistent, values-based approach is achieved, which can be aligned with brand strategy.

One of the principal messages of the course is how practitioners can adapt to the new technology ecosystem, filled with social influence, apps, and customer participation. Emphasis is placed on the proactive, strategic management of brands and their communication to a wide range of stakeholders.

The course will be of specific benefit to anyone who wishes to gain an overview of current practice in branding and marketing communications, with a focus on managing the overall reputation of a brand. In this regard, the course has a multidisciplinary approach that reflects the skills and knowledge currently needed in the market to develop, control and defend a brand.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Gain an in-depth understanding and latest techniques of current practice in branding and marketing communications, with a focus on managing the overall reputation of a brand
- ✓ Understand multidisciplinary approach that reflects the skills and knowledge currently needed in the market to develop, control and defend a brand

Training Designed for:

This course is intended for **Executives** involved in strategic and operational functions, including finance, corporate strategy, human resources, supplier or community relations, and government affairs, **Senior managers** involved in setting up corporate governance or CSR initiatives, **Corporate lawyers** who wish to improve their understanding of new company law developments concerning corporate responsibility, **PR/Stakeholder managers** responsible for their organization's dealings with the community, their employees and elsewhere and Managers involved in developing, implementing and monitoring change programs to improve standards of corporate behavior and business conduct.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- ❖ PRE-TEST
- ❖ MODULE 01: Introduction to PR and Reputation Management

- Road map of the course: key areas covered and their interrelationship
- The relationship between PR and reputation management
- The importance of taking a holistic view of organisations
- Overview of terminology and interrelationship between corporate communications, corporate image, brand communications and corporate reputation
- The importance of risk, issue analysis and proactive management
- The emerging trends that are shaping communications via the social web
- The growing importance of advocacy and influence above dominance
- The shift towards value communication and corporate responsibility
- Shift towards open source material and networks of opinion
- The unifying brand concept and importance of brand equity

❖ **MODULE 02: Innovative Business Models and Corporate Communications**

- Communications and changing business models
- Different types of business models: customer relationships; infrastructure; product innovation etc
- Overview of the portfolio of technology platforms available and their independence: apps, twitter, Youtube, Facebook etc
- Importance of corporate architecture: corporate, endorsed, product or line brands
- Difficult issues: advertising, attention, open source innovation; social media
- The declining influence of traditional media
- The problem of free!
- Issues relating to channel proliferation and complexity
- Evaluation of key models: Skype; Apple; Amazon; Dell; P&G; Google
- Web 2.0/ web 3.0 and brand communications

DAY TWO:

❖ **MODULE 03: Corporate Communications: tasks and tools**

- Overview of corporate communications
- Three fundamental levels: organisational communications; management and marketing communication
- How activities are integrated
- Key activities, functions and purpose of corporate communications
- Planning for corporate communications
- Tools of corporate communications
- Communications audits
- Reputation audits
- Internal aspects of corporate communications
- Stakeholders and corporate communications

❖ **MODULE 04: Strategy 1 –Structure and Techniques**

- The basics of strategic thinking: strategic analysis, choice and implementation and evaluation
- Basic communication plans
- Is strategic planning still relevant?
- Strategic intent: role of vision and mission statements
- Internal and external analysis
- Tactics and actions: examples of effective communication techniques

- Evaluation of strategic plans
- Business intelligence and PR research
- Tools used in online reputation management
- Role of behavioural targeting and the rise of neuro-marketing

❖ **MODULE 05: Strategy II: Stakeholder Engagement and Message Development**

- Risk and issues and strategic development in reputation management
- Stakeholders and target audiences
- Stakeholder management and analysis: identification, mapping, and analysis
- Engaging with stakeholders
- Developing credible messages
- Message framing and delivery
- Reframing messages and keeping news away from outlets
- Online reputation management strategies: listening and engaging
- Handling activists
- NGOs and engagement

DAY THREE:

❖ **MODULE 06: Media Relations and Brand Advocacy**

- Structure of the traditional and new/social media
- What makes a good news or PR story?
- How to engage with media
- Importance of media strategies for reputation control
- Techniques of media: traditional vs. social media
- Corporate communications and media: are firms becoming their own news agencies?
- Social media as news: role of bloggers and other critical influencers
- Why material gets rejected or simply ignored
- Identifying audiences and key stakeholders
- How journalists research their stories: role of blogs, wikis, twitter etc.

❖ **MODULE 07: Corporate Risk and Issue Analysis**

- The importance of risk analysis and management for corporate reputation
- The key concepts involved in risk management
- Risk assessment: hazard, control and opportunity risks
- Risk control: planning, mitigation and monitoring
- Risk architecture, strategy and protocols
- Marketplace, reputational, infrastructure and financial generic risk: dependencies and control
- Strategic issue management: scanning identification; monitoring; analysis; options; implementation and evaluation
- Issues analysis and stakeholders
- Strategic responses and engagement
- Corporate governance and regulatory issues

❖ **MODULE 08: Crisis Management**

- Different types of crises and their characteristics
- Key stages of a crisis
- Pre-crisis planning: link with risk and issue analysis
- Acute phase: strategic response, stakeholders and message delivery

- Role and impact of social media during a crisis
- Resolution and recovery phase
- Dealing with ill-structured situations and ambiguity during a crisis
- Common mistakes when handling a crisis
- Resilience and vulnerability determination
- Critical thinking exercise

DAY FOUR:

❖ **MODULE 09: Identity, Positioning and Image**

- The link between identity, positioning and image
- Brand image development and reputation as outcomes form identity
- Logos, slogans and packaging in brand identity
- The critical importance of positioning
- The importance of strong identity in brand success
- Importance of colour and design thinking
- Brand architecture: corporate; endorsed, product – line
- Brand image development and reputation management
- Packaging and brand identity
- Packaging and sustainability

❖ **MODULE 10: Brand Management**

- The fundamental importance of the brand concept
- How to develop a brand from a product
- What makes a brand successful?
- Brand management and brand strategies
- The importance and nature of brand equity
- Brand experience and narratives
- Brand e-strategies and social media platforms
- Brand IP protection and online reputation management
- Role of archetypes and narratives
- Brand metrics

❖ **MODULE 11: Reputation management**

- Reputation management as the collective evaluation and assessment
- Fundamentals of reputation management
- Importance of a "good reputation"
- Link with shareholder return
- Why reputation management is complex and requires teams and leadership
- Overview of a reputation management framework
- Effective methods of expressing corporate values and messages
- Online reputation management, visibility and SEO
- Monitoring and handling negative online comments
- Reputation audits and evaluation

DAY FIVE:

❖ **MODULE 12: Corporate Social Responsibility**

- CSR, business, society and reputation
- Overview of key terminology and concepts
- Arguments for and against

- Key concepts and terminology: CSR; sustainability; corporate social responsiveness; corporate citizenship
- The importance of green marketing
- CSR: market place, environment and society
- Role of NGOs and micro-constituents: bloggers and opinion formers
- Stakeholder management and corporate sustainability
- Business support for CSR
- Metrics and non-financial reporting
- ❖ **MODULE 13: Sponsorship and Event Management**
 - Importance of sponsorship as a corporate communication tool
 - Sponsorship and objectives
 - Basics of sponsorship: contractual aspects and objectives
 - Developing a sponsorship strategy
 - How to structure a relationship and implement a strategy
 - Benefits and good practice in sponsorship
 - Impact of social media on sponsorship
 - Evaluation of sponsorship and events
 - Success factors in event management
 - Brand management, events and technology
- ❖ **MODULE 14: Internal Communications and Employment Engagement**
 - Importance of internal stakeholders
 - Types and forms of employee engagement
 - Integration of HR strategy with corporate communications
 - Strategic aspects of engagement and internal communications: compliance; brand messages; crisis management; strategic intent and stakeholder priorities; change management; sponsorship; CSR
 - Impact of technology and social media on employee engagement
 - Performance and talent management
 - Rewarding and motivating employees
 - The psychological contract and employee engagement
 - Use of social media in employee engagement
 - Importance of corporate culture and engagement
- ❖ **Course Conclusion**
- ❖ **POST-TEST and EVALUATION**

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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