

PUBLIC RELATIONS | COURSE BROCHURE

Corporate Reputation Management in the Digital Age

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Course content

Why attend

Reputation is built over years but can be damaged within hours in a digital environment. This course explains how organisations can build, monitor and protect their reputation across news media, social platforms, review sites and AI-powered search. Participants learn reputation drivers, stakeholder perception research, digital monitoring tools, issues management, response strategies and reputation measurement. Practical exercises and case studies help participants create a reputation management framework and response playbook.

Customers, employees, investors and regulators form opinions about your organisation online long before they speak to you. This course helps you understand what drives reputation, detect risks early and respond effectively, protecting one of your organisation's most valuable assets.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The programme uses case studies of reputation successes and failures, monitoring tool demonstrations, issues management exercises, response simulations and development of a reputation management plan.

Course objectives

By the end of this course, participants will be able to:
• Explain the drivers and business value of corporate reputation
• Assess stakeholder perceptions and reputation risks
• Monitor reputation across digital and traditional channels
• Manage emerging issues before they become crises
• Respond effectively to negative coverage and online criticism
• Measure reputation and report it to leadership



Course content

Target audience

This course is suitable for:
- Public relations and corporate communications professionals
- Marketing and brand managers
- Corporate affairs and investor relations professionals
- Risk and crisis management professionals
- Senior managers responsible for reputation

Target competencies

Participants will develop competencies in:
- Reputation strategy
- Stakeholder perception analysis
- Digital reputation monitoring
- Issues management
- Response planning
- Reputation measurement

Course outline

Day 1: Understanding Corporate Reputation

09:00–09:54	Reputation, brand and identity
09:54–10:48	Drivers of reputation and trust
10:48–11:00	Reputation as a business asset
11:00–11:30	**Coffee break**
11:30–12:12	Reputation as a business asset (continued)
12:12–13:06	How digital channels and AI search shape perceptions
13:06–14:00	Exercise: Reputation audit

Day 2: Stakeholders and Perceptions

09:00–09:54	Identifying key stakeholder groups
09:54–10:48	Perception research methods
10:48–11:00	Narratives and reputation gaps



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11:00–11:30	**Coffee break**
11:30–12:12	Narratives and reputation gaps (continued)
12:12–13:06	Employees as reputation ambassadors
13:06–14:00	Workshop: Stakeholder perception analysis

Day 3: Digital Monitoring and Issues Management

09:00–09:54	Media and social listening tools
09:54–10:48	Early warning signals
10:48–11:00	Issues identification and prioritisation
11:00–11:30	**Coffee break**
11:30–12:12	Issues identification and prioritisation (continued)
12:12–13:06	Issues management processes
13:06–14:00	Lab: Setting up a monitoring dashboard

Day 4: Responding and Protecting Reputation

09:00–09:54	Response strategies and tone
09:54–10:48	Handling negative reviews and misinformation
10:48–11:00	Working with media and influencers
11:00–11:30	**Coffee break**
11:30–12:12	Working with media and influencers (continued)
12:12–13:06	Legal and ethical considerations
13:06–14:00	Simulation: Responding to a fast-moving online issue

Day 5: Building and Measuring Reputation

09:00–09:54	Proactive reputation-building programmes
09:54–10:48	Purpose, ESG and corporate storytelling
10:48–11:00	Reputation metrics and reporting



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11:00–11:30	**Coffee break**
11:30–12:12	Reputation metrics and reporting (continued)
12:12–13:06	Governance and roles
13:06–14:00	Capstone: Reputation management framework and playbook

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,650.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Amsterdam Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,540.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Singapore Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,820.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Barcelona Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,840.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Dubai Confirmed dates	11 Jan 2027	15 Jan 2027	**€3,150.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Frankfurt Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,650.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Paris Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,860.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Istanbul Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,650.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Cape Town Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,890.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,540.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,820.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
London Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Rome Confirmed dates	3 May 2027	7 May 2027	**€2,450.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Frankfurt Confirmed dates	24 May 2027	28 May 2027	**€2,650.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,450.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Paris Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,860.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Vienna Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,940.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,650.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,540.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Singapore Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,820.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
London Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,890.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Dubai Confirmed dates	13 Sept 2027	17 Sept 2027	**€3,150.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.–**
Frankfurt Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.–**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,450.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Paris Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,860.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Rome Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,450.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**



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Dates, venues and fees (continued)

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Istanbul Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,650.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,540.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Singapore Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,820.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**



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Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online