

PUBLIC RELATIONS | COURSE BROCHURE

Corporate Reputation Management

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Reputation is one of an organisation's most valuable and vulnerable assets. This course covers the drivers of corporate reputation, reputation measurement, stakeholder expectations, aligning behaviour and communication, reputation risk management, recovery after damage and reporting reputation to the board.

Reputation takes years to build and moments to lose. You will learn to manage it deliberately rather than react.

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

Reputation frameworks, case studies of reputation gains and losses, measurement exercises and strategy workshops.

Course objectives

By the end of this course, participants will be able to:
• Explain the drivers of corporate reputation
• Measure reputation with stakeholders
• Align organisational behaviour and communication
• Identify and manage reputation risks
• Plan reputation recovery
• Report reputation to leadership

Target audience

This course is suitable for:
• Corporate communication directors
• PR managers
• Brand managers
• Risk managers
• Senior executives



Course content

Target competencies

Participants will develop competencies in:

- Reputation analysis
- Measurement
- Risk management
- Recovery planning
- Board reporting

Course outline

Day 1: Understanding Reputation

09:00–10:08	Drivers
10:08–11:00	Reputation and value
11:00–11:30	**Coffee break**
11:30–11:45	Reputation and value (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Measurement

09:00–10:08	Reputation surveys
10:08–11:00	Media and social analysis
11:00–11:30	**Coffee break**
11:30–11:45	Media and social analysis (continued)
11:45–12:53	Benchmarks
12:53–14:00	Workshop

Day 3: Alignment

09:00–10:08	Say-do gap
10:08–11:00	Stakeholder expectations
11:00–11:30	**Coffee break**



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11:30–11:45	Stakeholder expectations (continued)
11:45–12:53	Behaviour and messaging
12:53–14:00	Exercise

Day 4: Reputation Risk

09:00–10:08	Risk identification
10:08–11:00	Early warning
11:00–11:30	**Coffee break**
11:30–11:45	Early warning (continued)
11:45–12:53	Mitigation
12:53–14:00	Case study

Day 5: Recovery and Reporting

09:00–10:08	Recovery strategies
10:08–11:00	Board reporting
11:00–11:30	**Coffee break**
11:30–11:45	Board reporting (continued)
11:45–12:53	Strategy
12:53–14:00	Action plan

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.



Course content

Dates, venues and fees

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

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Rome Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Dubai Confirmed dates	11 Jan 2027	15 Jan 2027	**€3,150.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Amsterdam Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,540.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,890.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Rome Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,890.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,650.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Barcelona Confirmed dates	10 May 2027	14 May 2027	**€2,840.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	31 May 2027	4 Jun 2027	**€2,650.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**€3,150.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Rome Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Paris Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,860.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Vienna Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,940.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
London Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Vienna Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,940.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,840.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Cape Town Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,890.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

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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