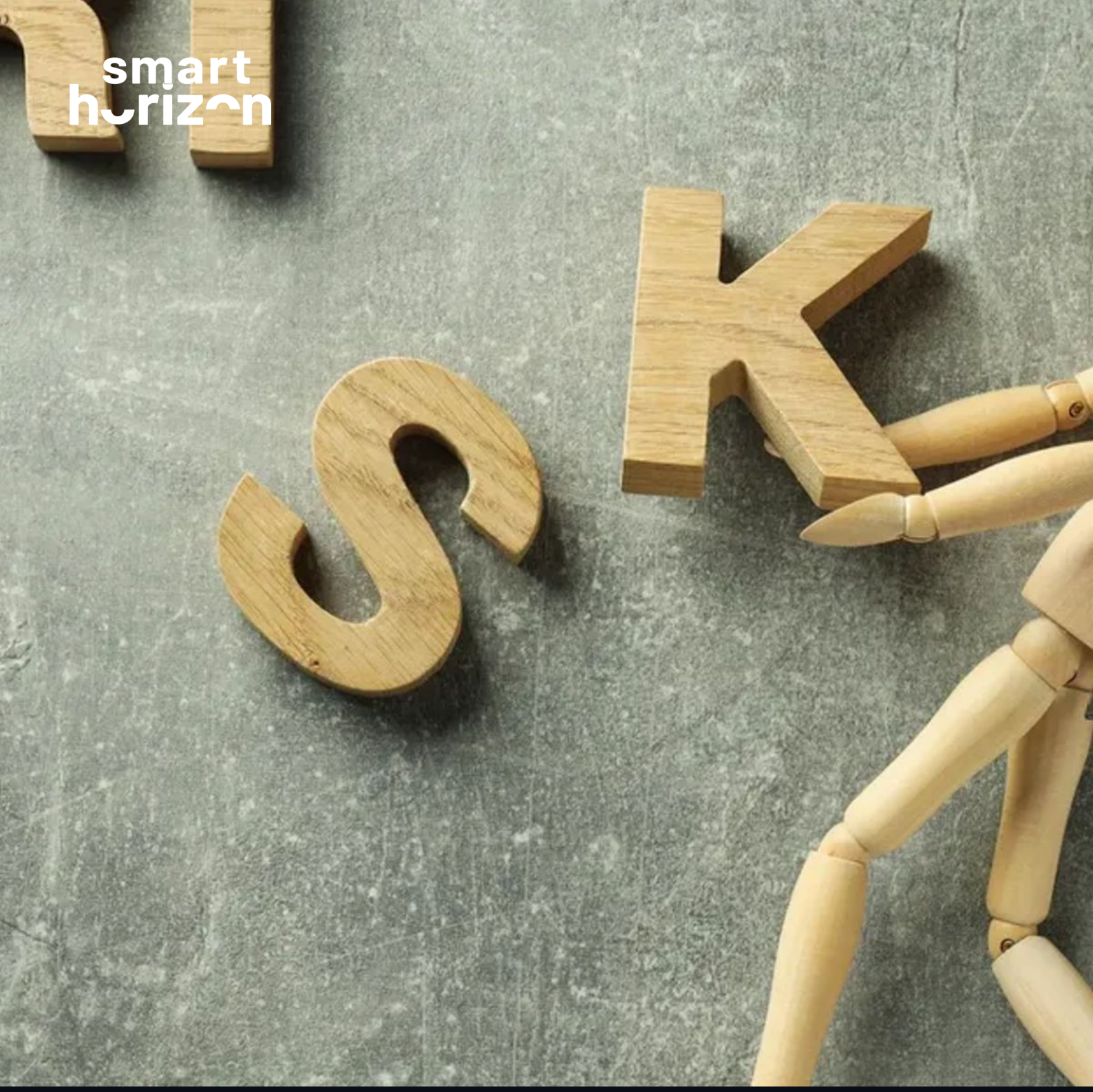


GOVERNANCE & COMPLIANCE | COURSE BROCHURE

Reputation Risk Management

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

Reputation is one of the most valuable assets an organisation has, and one of the hardest to protect. This course covers reputation risk management: understanding stakeholder expectations, identifying reputational drivers and threats, integrating reputation into risk management, monitoring sentiment, preparing for issues and recovering trust.

Reputational damage can destroy value faster than almost any other risk. You will learn to manage reputation proactively.

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

Case studies of reputational crises, risk mapping workshops, sentiment monitoring demonstrations and scenario exercises.

Course objectives

By the end of this course, participants will be able to:
- Explain drivers of corporate reputation
- Identify reputational risks and triggers
- Integrate reputation into enterprise risk management
- Monitor reputation and stakeholder sentiment
- Prepare issue and crisis responses
- Rebuild trust after reputational damage

Target audience

This course is suitable for:
- Risk managers
- Communication and PR professionals
- Senior executives
- Compliance and ethics officers
- Board members



Course content

Target competencies

Participants will develop competencies in:
- Reputation analysis
- Risk integration
- Sentiment monitoring
- Issue preparation
- Trust recovery

Course outline

Day 1: Reputation

09:00–10:08	What reputation is
10:08–11:00	Value and drivers
11:00–11:30	**Coffee break**
11:30–11:45	Value and drivers (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Identifying Risks

09:00–10:08	Triggers and threats
10:08–11:00	Stakeholder expectations
11:00–11:30	**Coffee break**
11:30–11:45	Stakeholder expectations (continued)
11:45–12:53	Risk mapping
12:53–14:00	Workshop

Day 3: Integration

09:00–10:08	Reputation in ERM
10:08–11:00	Indicators
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Indicators (continued)
11:45–12:53	Ownership
12:53–14:00	Exercise

Day 4: Monitoring and Preparation

09:00–10:08	Sentiment monitoring
10:08–11:00	Issue planning
11:00–11:30	**Coffee break**
11:30–11:45	Issue planning (continued)
11:45–12:53	Scenarios
12:53–14:00	Simulation

Day 5: Recovery

09:00–10:08	Response strategies
10:08–11:00	Rebuilding trust
11:00–11:30	**Coffee break**
11:30–11:45	Rebuilding trust (continued)
11:45–12:53	Learning
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)
Barcelona Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,840.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Cape Town Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,890.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Frankfurt Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Rome Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,450.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Cape Town Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,890.-**



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.–**
Vienna Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,940.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Rome Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,540.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	17 May 2027	21 May 2027	**€3,150.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
London Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**
Online Confirmed dates	7 Jun 2027	11 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.-**
Barcelona Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,840.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Vienna Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,940.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,860.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
London Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Dubai Confirmed dates	27 Sept 2027	1 Oct 2027	**€3,150.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Istanbul Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,650.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,890.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Rome Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,450.-**
Online Confirmed dates	29 Nov 2027	3 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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View the latest course details online