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COURSE BROCHURE

Corporate Reputation Management Training Course

25 – 29 January 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Corporate Reputation Management Training Course

Ref: 2062_75935 **Date:** 25 – 29 January 2027 **Location:** Casablanca **Fees:** 4500 GBP

Corporate Reputation Management is a 1-week training course for communications and corporate affairs professionals who build a Reputation Protection Plan for their organisation. Trust is now judged in real time by employees, investors, customers and online communities, so a single unmanaged issue can erase years of goodwill. Jupiter Prime Training delivers this course to connect reputation work with strategy, stakeholder perception and crisis readiness.

Why Corporate Reputation Management Matters Now

Three forces shape corporate reputation today. Social platforms let any customer or employee set the story before an official statement exists. Investors and lenders increasingly weigh conduct, transparency and environmental and social behaviour alongside financial results. Employees expect their employer's public voice to match daily experience inside the organisation. An organisation that tracks perception, prepares for issues and speaks consistently keeps licence to operate, talent and partner confidence. One that reacts late faces lost contracts, regulatory attention and lasting doubt. The course rests on stakeholder mapping, issues lifecycle thinking and perception measurement used across corporate affairs practice.

Who Gains Most from Corporate Reputation Management

- Corporate communications specialists responsible for messaging, spokesperson preparation and media relationships
- Corporate affairs officers responsible for stakeholder engagement and public positioning
- Digital and social media leads responsible for online listening and community response
- Investor and government relations staff responsible for external confidence and disclosures
- Risk and business continuity coordinators responsible for issues escalation and crisis readiness

A cross-functional group drawn from communications, risk, legal and customer service gains most when several members attend together and agree one escalation path.

Corporate Reputation Management Capabilities

Participants turn perception signals into early warnings, credible messages and measurable reputation goals.

- Assess the drivers of corporate reputation across key stakeholder groups — executive priorities
- Design a perception tracking dashboard combining surveys, media and social signals — board reporting
- Apply an issues lifecycle model to detect and prioritise emerging risks — escalation decisions
- Build a crisis response protocol with holding statements and spokesperson roles — crisis leadership
- Communicate consistently with journalists and online communities under scrutiny — media and public trust
- Calculate reputation indicators that link perception to business outcomes — investment in communications

Key Corporate Reputation Management Terms

- Reputation driver — a factor such as conduct, product quality or leadership that shapes how stakeholders judge an organisation.
- Stakeholder salience — the relative power, legitimacy and urgency of a stakeholder group's claim on the organisation.
- Issues management — the early identification and handling of emerging concerns before they become crises.
- Holding statement — a short, pre-approved message issued quickly while facts of an incident are still being confirmed.
- Social listening — systematic monitoring of online conversation to detect sentiment shifts, rumours and emerging topics.
- Share of voice — the proportion of coverage or conversation about an organisation compared with its peers.

Corporate Reputation Management Day by Day

Day 1: Reputation as a Strategic Asset

- Reputation Driver Mapping — Where Perception Gaps Threaten Strategy
- Identity, Image and Reputation Alignment — Brand Promise Versus Lived Experience
- Stakeholder Salience Grid — Prioritising Groups for Engagement Effort
- Reputation Value Chain — Linking Trust to Revenue and Talent
- Peer Reputation Benchmarking — Setting a Realistic Positioning Ambition

Day 2: Listening to Stakeholders

- Perception Survey Design — Choosing Questions That Reveal Trust Levels
- Social Listening Queries and Dashboards — Spotting Sentiment Shifts Early
- Media Content Analysis — Tone, Prominence and Share of Voice
- Employee Advocacy Signals — Internal Sentiment as an Early Warning
- Reputation Index Construction — Combining Signals for Executive Reporting

Day 3: Managing Issues Before They Escalate

- Issues Lifecycle Model — Timing Intervention From Emergence to Resolution
- Issue Scanning and Horizon Review — Selecting Topics for Active Watch
- Impact and Likelihood Scoring — Ranking Issues for Executive Attention
- Position Papers and Message Houses — Agreeing What the Organisation Stands For
- Escalation Thresholds and Ownership — Who Decides and When

Day 4: Crisis Response and Media Relations

- Crisis Typology and Response Strategies — Matching Tone to Responsibility
- Holding Statements and the First Hour — Speed Versus Accuracy Choices
- Spokesperson Preparation and Interview Technique — Credibility Under Pressure
- Online Community Response Playbook — Correcting Rumours Without Amplifying Them
- Post-Crisis Recovery Messaging — Rebuilding Trust With Affected Groups

Day 5: Practising the Reputation Protection Plan

- Driver and Stakeholder Map Review — Confirming Priorities From Earlier Analysis
- Perception Tracking Dashboard Build — Selecting Indicators and Reporting Rhythm
- Simulated Issue Escalation Drill — Testing Thresholds and Message Houses
- Mock Press Conference Exercise — Applying Spokesperson and Holding Statement Skills
- Reputation Protection Plan Completion — Owners, Indicators and Response Routes

Applying Corporate Reputation Management After the Course

- Run a stakeholder salience and reputation driver session with communications and risk colleagues, then share the priority map.
- Launch a monthly perception tracking report combining social listening, media analysis and employee sentiment.

Corporate Reputation Management Questions FAQ

What is corporate reputation management and why does it matter now?

Corporate reputation management is the planned work of shaping and protecting how stakeholders judge an organisation. It matters now because online conversation, investor scrutiny and employee expectations can shift trust within hours, affecting contracts, recruitment and partner confidence in sectors such as energy and banking.

Which roles gain most from corporate reputation management training?

Communications, corporate affairs, digital media, investor relations and risk coordinators gain most. They see early signals and draft messages, so shared methods help them act consistently under scrutiny.

How does this corporate reputation management course differ from a crisis communication course?

It covers the full reputation cycle rather than only the emergency phase. A crisis communication course focuses on response during an incident, while this course adds reputation drivers, perception measurement and issues management that reduce the chance of a crisis occurring.

What do you bring back from corporate reputation management training?

You bring back a draft Reputation Protection Plan with a stakeholder priority map, perception indicators, escalation thresholds and response roles. It becomes one agreed reference for monitoring trust.

Corporate Reputation Management: The Way Forward

The Reputation Protection Plan first informs which stakeholder groups and issues deserve active watch this quarter. Communications leads, risk coordinators and executives use it to agree thresholds, owners and messages before pressure arrives. After its first use, revisit the perception indicators: the signals that predicted change, and those that only added noise, should reshape the tracking dashboard and future engagement priorities.