

About Reputation Institute

As a pioneer in the field of brand and reputation management, Reputation Institute helps companies unlock the power of reputation. With a presence in more than 25 countries, Reputation Institute is dedicated to advancing knowledge about reputation and shares best practices and current research through client engagement, membership, seminars, conferences, and publications such as *Corporate Reputation Review*. Reputation Institute's Knowledge Center brings together a global network of practitioners and academics to leverage extensive research, sophisticated analysis, and rigorous methodologies that strengthen relationships with key stakeholders and add tangible value through management, growth, and protection of corporate reputation.

For more information, please contact:

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Reputation Management

Training and Certification

Overview

Professionals working in corporate communication, marketing, strategic planning, social issues, and public affairs will take part in a twelve session series of 90 minute webinars delivered by an international faculty of academics and professionals. Participants who complete the twelve sessions and pass an online examination will receive a Certificate in Reputation Management.

Program Benefits

If you want to start or advance your career within reputation management you should consider enrolling in Reputation Institute's Reputation Management Training and Certification Program.

Through a series of twelve online sessions you will get the knowledge, practical examples, professional network and specific tools you need to become a successful reputation management professional.

- Each session has been customized to address specific challenges within the reputation management area
- Sessions are 90 minutes long packed with practical examples of how to manage reputation
- Each session is lead by a member of our global faculty chosen specifically for their expertise
- The sessions are offered online so you don't have to factor in travel costs
- Sessions provide free access to high definition audio via Voice Over Internet Protocol (listen on your PC) in addition to telephone call-in options with local access numbers in 18 countries
- The program culminates with an online exam leading to a formal Certificate in Reputation Management
- Earn a certificate in Reputation Management and demonstrate that you have an acute understanding of the competencies needed to design improved systems and adopt vanguard practices in your own organization

Sessions and Faculty

The Building Blocks of Reputation

Presented by Charles Fombrun,
Chairman, Reputation Institute (New York, USA)

Corporate Branding & Business Strategy

Presented by Majken Schultz,
Professor, Copenhagen Business School
(Copenhagen, Denmark)

Developing Reputation Platforms

Presented by Naomi Gardberg,
Associate Professor, Zicklin School of Business,
Baruch College (New York, USA)

Aligning Employees Through Corporate Communication

Presented by Ana Luísa Almeida,
Managing Director RI Brazil, and Professor of Corporate
Communication and Business Administration,
PUC (Belo Horizonte, Brazil)

Leadership & Communication

Presented by Paul Argenti,
Professor of Corporate Communication,
The Tuck School of Business, Dartmouth College
(New Hampshire, USA)

Creating Value for Investors

Presented by Pietro Mazzola,
Professor of Management at IULM University

Claudia Gabbioneta,
co-author of *Corporate Reputation and
Stock Market Behavior*
(Milan, Italy)

Relating to the Media

Presented by Craig Carroll,
Assistant Professor, University North Carolina
Director of the Carolina Observatory on Corporate
Reputation in the School of Journalism and
Mass Communication (North Carolina, USA)

Addressing Strategic Issues—Governance & Risk

Presented by Arif Zaman,
Principal Consultant, Reputation Institute
(London, United Kingdom)

Measuring, Tracking and Evaluating Corporate Reputations

Presented by Leonard Ponzi,
Managing Director of Research and Analytics,
Reputation Institute (New York, USA)

Managing Social Issues

Presented by Prakash Sethi,
University Distinguished Professor of Management
at the Zicklin School of Business, Baruch College,
The City University of New York and President & CEO,
Sethi International Center for Corporate Accountability
(New York, USA)

Managing Crisis Situations

Presented by Irv Schenkler,
Clinical Associate Professor and Director of the
Management Communication Program
New York University's Stern School of Business
(New York, USA)

Wrap-Up: Putting it all Together

The Faculty, Reputation Institute (New York, USA)

The program fee of \$2,495 USD includes access to all twelve online learning sessions (live and on-demand viewing), online access to handouts and materials, an online examination, and a Certificate in Reputation Management.

For more information, please visit
www.ReputationInstitute.com/training.