

CEO-Level Reputation Management



Audience: CEO and senior-level managers and communicators from large corporations, government bodies and corporate advisory firms

Most journos and exec headhunters research the Web for story ideas and credentials checking:

What's being said (or spread) about you online?

Interested in the exposure upsides of blogs, podcasts and social media sites? Understand the downsides? With peer publishing plus eternal e-data storage and retrieval, Online Reputation Management (ORM) is essential for your corporate and personal survival.

This personalised course provides an up-to-date and information-rich précis on reputation management in the new media and Web2.0 environments. Via personal briefing sessions, you'll discover the fundamentals of the blogosphere, ORM and online PR. The core aim is to bring leadership execs and teams up to speed with best ORM and interactive communications practices.

Course components include:

- ORM and Web2.0 – the fundamentals, tools and business benefits.*
- Reputation – Fortune 500's showing ORM leadership.*
- Your online reputation– a personal and professional essential.*
- Online stakeholders; monitor and manage peer-to-peer publishers.*
- Engaging ORM; develop your personal online PR plan.*
- Reputation audit – assess and identify your online SWOT.*
- ORM for intelligence gathering and issues management.*

Course objectives

- *Learn the new rules of reputation, issues and crisis management.*
- *Grasp the gravity of the 24/7, global news cycle.*
- *See how protecting the CEO's online reputation, helps the corporation.*
- *Deploy free reputation research and monitoring tools online.*
- *Understand the influence and impact of stakeholder blogs.*
- *Incorporate blog, social media and Web2.0 tools into leadership strategy.*
- *Identify new online PR and branding opportunities*
- *Conduct your own reputation audit.*
- *Calculate the value of your ORM investment.*