Fashion Accelerator in Milan

Corporate Image Building
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Workshop
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How Can You Build A Strong Corporate Image & Generate Sustainable Business Value?

There is no doubt that corporate reputation is the key driver that influences stakeholders' perceptions, builds credibility and boosts your company'sprofit margins.

Having a stellar reputation is especially crucial in the wake of new media where companies no longer have direct control over their messages. Hence, there is an URGENT need to proactively manage and safeguard this intangible asset in order to distinguish yourself in this highly volatile market.

This practical and interactive workshop will provide an overview of the strategies, tools and resources that you need to create, sustain and protect your company's corporate reputation.

What you will learn:

- How to develop a corporate reputation campaign that truly supports your business objectives

- Tips on using New Media to your advantage and enhance your company's reputation

- How to measure the different contributing factors to corporate reputation and assess the value of investment in reputation management

- Ways to anticipate and counter threats to your company's corporate reputation

Workshop Agenda

- Rationale for Corporate Reputation Management

- Structuring and Managing Corporate Reputation within the Organisation

- Media Relations in a Corporate Image Building Campaign

- Beyond Media Relations:
Stakeholders Engagement & Corporate Reputation

- New Medai in Corpoate Image & Reputation Management

- Inside out: How the Workplace Communication Affects Corporate Reputation

- Defending and Protecting Corporate Reputation

Forming Corporate Image:

1.   Influence and manage <u>corporate image, internally</u>:

   1.   <u>Corporate Identity</u> this is the so-called "ideal" self-image. It is how a company chooses to identify itself to the public, how it projects itself to the public.

   2.   <u>Corporate Advertising</u> Communicating the organization's identity in the way that the achievement of company's goals is facilitated.

   3.   <u>Brand Image</u> Why is Brand A more successful than Brand B?

   4.   <u>Public Relations</u> A means to build up a general reservoir of goodwill.

   5.   <u>Frontline Employees Behaviour</u> Contact with frontline employees of a company serves to form an impression about that company.

   6.   <u>Websites</u> Internet is a potential means of communication to all their stakeholders. It is part of an integrated marketing communications concept.

Forming Corporate Image:

2. Manipulate and manage <u>corporate image,externally:</u>

1. <u>Industry image:</u> The general image of an industry can have an impact on the one of a company.

2. <u>Country-of-Origin Image</u>

3. <u>Press Reports</u>: Press releases are controlled by a company. Press reports are done by any and all others.

4. <u>Word-of-mouth/Social Networks:</u> Tends to be highly persuasive and credible and can significantly influence the image a stakeholder forms towards a given company.

The strategic management

What should you do?

The desired image should be defined and planned as precisely and carefully as other marketing Variables.

Step 1: Make an in-depth analysis of the existing company image (questionnaires)

Step 2: Create an image campaign that is consistent, carrying the same theme, supporting the same message

Step 3: Ensure that the campaign is getting through to the stakeholders

Step 4: Since perception is not necessarily reality, get regular feedback

Keep in mind:

- You need to know your stakeholders: their needs, wants and the extent of their interaction, before you start a campaign. That ensures you'll get it right.

- Developing an effective corporate image is recognizing that different stakeholders may consider different firm attributes important ("caring"-consumer-stockholder)

Your turn:

<u>Alternative 1:</u>

Working in groups on the case studies of:

- Carlsberg
- Puma
- Bang & Olufsen

<u>Alternative 2:</u>

- Working individually on your own company's corporate image

<u>Remember, there are at least four approaches to image management:</u>

- Single image focusing on one attribute important to all stakeholders
- Single image focusing on most important stakeholders
- Single image that combines two or more attributes
- Multiple images directed at different stakeholder groups