



P R I S A

Public Relations &  
Communication Management

ESTABLISHED 1957

## COURSE OUTLINE

Course	<b>REPUTATION MANAGEMENT</b>
Date	<b>24 August, 2018</b>
Region	KwaZulu Natal
Venue	TBC
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

### Workshop Outline

**“It takes years to build a reputation and only a few minutes to destroy it,” said Warren Buffett, who is viewed by many as the greatest investor of all time. Daily, companies are faced with the challenge of effectively building, managing and maintaining their corporate reputation.**

**During this interactive one-day workshop, you will get to unpack what areas of the business to consider when building corporate reputation strategies.**



This one day workshop is designed to encourage interactive participation, and covers:

- An introduction to reputation management and definition of the terms.
- Some chief executives' views on reputation management and the role of their communication professionals.
- Five dimensions of corporate reputation management.
- The reputation management cycle.
- The link between performance and reputation.
- Identifying areas of risk to the reputation and planning to pro-actively respond to threats, or 'when research matters'.
- The new role of public relations and communication management.
- The impact of the web: the nature of the beast.
- What information and media to track and how to do it.
- Harnessing the social media.
- The value of sound internal branding.
- Reputation risk assessment and response.

## About the facilitator

### REGINE LE ROUX

Managing Director

Academic Qualifications:

M.Com (Communication Management), University of Pretoria 2003.

Regine is a corporate reputation specialist. She completed her Communication Management Honours degree Cum Laude at the University of Pretoria in 2001, and completed her MCom within a year.

Regine founded Reputation Matters in 2005 and hand picks and manages several teams that implement communication strategies. She has gained much practical experience through several Communication, Change and Marketing Strategies compiled for clients in both the private and public domains.

Regine developed the Repudometer®, which is one of the first tools that has been developed to measure organisational reputation. Regine was the Chairperson of the Western Cape PRISA Committee in 2014/2015, and is also on the Board of the Rotary Club of Newlands, responsible for Public Image. Regine is the author of: Reputation Matters, Building blocks to becoming the business people want to do business with.



<b>Duration:</b>	<b>1 Day</b>
<b>CPD Points:</b>	<b>7.5</b>
<b>*Early bird PRISA Member:</b>	<b>R2420.00</b>
<b>Late PRISA member:</b>	<b>R2670.00</b>
<b>*Early bird non-member:</b>	<b>R2950.00</b>
<b>Late non-member:</b>	<b>R3210.00</b>
<b>PRISA registered student:</b>	<b>R1400.00</b>
Accommodation NOT included in any of the fees Fees subject to change	

**\*Early bird: Book and pay before 23 July 2018**

*Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.*



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Book online now to secure your seat as space is limited  
Contact: Annah Jordan at [annah@prisa.co.za](mailto:annah@prisa.co.za) or 011 326 1262