

BUILD, PROTECT & MANAGE YOUR MOST IMPORTANT TREASURE: REPUTATION

The need for managing REPUTATION now is more than ever. Intangible yet fundamental, slow to build yet easy to lose - these characteristics of REPUTATION point at the care and caution one needs to take while managing it. With the fierce power of Digital Media, REPUTATION earned over years can be lost in an instant.

In this workshop, we shall take you through the different ways to build your REPUTATION. How to make experiences memorable for your customers? How to transform employees into brand evangelists and key links while managing REPUTATION? How to develop a steady flow of positive and consistent messages to build Reputation? How to ensure uniformity in the way the brand is presented and perceived by various stakeholders, for e.g., clients, investors, workers, media et al.?

Create the social media profiles that help maximize engagement and conversions. Track the discussions revolving around your brand and take corrective actions. Defend brand REPUTATION from external onslaught. Prepare toolkits to build, defend and manage REPUTATION at normal times and during crisis.

This REPUTATION MANAGEMENT workshop is designed to help you cover:

- Key concepts that you need to know to lead your organization's internal and external communications strategy.
- End-to-end process of strategic thinking to practical implementation of your communications initiatives.

The art of communications is akin to the art of war and this workshop is intended to significantly add to your armory of knowledge to "win".

Date: Friday, April 6, 2018
Time: 9:00 AM to 5:45 PM
Venue: Hotel Yak & Yeti, Kathmandu



The Coach

Subhrajit Dutta (Subhro), is a high-performing communications professional with more than 14 years of experience in managing and implementing Internal and External Communications, Strategic Marketing Communications, and Corporate Branding through Social Media. He has worked with the leadership and cross-functional teams in many countries of Asia, Europe, the United States, the Middle East and North Africa. An alumnus of *Symbiosis*, Pune, in India and *Nanyang Technological University (NTU)*, Singapore, he has rich experience in handling internal and external communications programs including reputation management, recruitment marketing and employer branding programs.

Subhrajit has been engaged with top companies like *Accenture*, *Ogilvy*, *Johnson & Johnson*, *Haldia Petrochemicals*, *DuPont* and *Mahindra & Mahindra*. He has also worked with the *Government of Singapore* on a Communications project involving *PUB*, Singapore's national water resources agency.

Subhrajit is a first-rate Communications Trainer and has conducted workshops for leading corporate brands globally.

Methodology

Our immersive learning techniques that include faculty lectures, case studies, videos, knowledge sharing sessions, quizzes and Q&A sessions will add to a rich learning experience that would equip your employees with effective REPUTATION Management expertise. We hope that you enjoy the learning ahead!

"Creating REPUTATION is neither expensive nor can it be created through marketing blitz. It is the art of influencing behavior through great experiences and positive intervention over a period of time."

*- Subhrajit Dutta
Communications Coach*

	9:00 – 9:30
SESSION I	9:30 – 10:30
	10:30 – 11:30
	11:30 – 12:30
LUNCH	12:30 – 1:30
SESSION II	1:30 - 2:30
	2:30 - 3:30
HIGH TEA & NETWORKING	3:30 - 4:00
	4:00 - 5:30
	5:30 - 5:45

Registration & morning tea

Building REPUTATION: Communicate ONE brand everywhere

What is REPUTATION? Craft and communicate a “trustworthy” brand that perfectly synchronizes with you, your organization and your employees

Managing REPUTATION through Corporate Identity

The art of Communication is a war. Managing REPUTATION through corporate identity, brand book, logo, taglines and colors. Working with Advertising agencies, Public Relations agencies, and Digital Marketing agencies.

Creating REPUTATION

Building REPUTATION for a new brand. Transforming product launch into a REPUTATION building exercise. Invest into behavior, aptitude, respect, compassion, empathy, care and purpose to further REPUTATION.

Manage e-REPUTATION through online and digi-social media

Realizing the potential of your “always on” and digitally connected customers, who need to be in constant contact rather than “on-off” transactional interactions. Learn to effectively manage REPUTATION risks generated by social media.

When CRISIS strikes

How to manage internal and external crisis? “When inside becomes outside” – managing employees in the digital age. Role of Leadership in Crisis Management: When should a CEO step up? Restoring tarnished image through effective image restoration strategies. “Do's” and “Don'ts” in REPUTATION Management.

Live workshop and discussions

The workshop will revolve around real issues faced by the participants and discuss on solutions.

Closing remarks by **Narottam Aryal, Executive Director, King’s College** and distribution of certificates

