



WORLD 100
REPUTATION ACADEMY

2020 SESSION DETAILS

The 2020 reputation academy will feature small classes which provide an intensive and focused experience as well as group project work supports networking and interactive learning, with an optional dinner in a Cambridge College.

The sessions will cover the following areas:

BENCHMARKING, RESOURCES AND STRUCTURES

- Budget and resources – overview of global budgets for comms and marketing by region, salary trends, factors affecting budget size
- How would you like to allocate your budget?
- Arguing for more resources – strategy agreed with SMT, evidence to support your case, external stakeholder research
- Structures – a look at the pros and cons of various models
- Changing structures – restructuring teams and managing devolved relationships

BRAND CAMPAIGNS AND MARKETING

- The importance of research
- Internal and external stakeholder research
- Selecting the right agency
- The link between governance and branding
- Case studies with full details of objectives and strategies

DEVELOPING AND RESEARCHING A BRAND POSITION

- Brand and brand positioning -key terms and concepts
- How to develop and test your university's brand and reputation

BUILDING YOUR PERSONAL BRAND

- Developing your personal brand
- Moving from technical skills to softer skills
- Working with leaders
- Using emotional intelligence and empathy

STAKEHOLDER ENGAGEMENT

- Defining goals for stakeholder engagement
- Your stakeholders: Who? Why? Prioritize
- Objectives, scope of engagement and tactics
- Top 5 tips for effective stakeholder engagement

INTERNATIONAL RECRUITMENT & PARTNERSHIPS

- How institutional partnerships derive from strategic goals
- Consider how partnership decisions are made and who drives those decisions
- Examine how partnerships might affect reputation
- Consider how to actively enhance reputation via institutional partnerships
- Understanding global markets and drivers of recruitment
- How to engage with international students and their advisers

A STRATEGIC APPROACH TO PLANNING REPUTATION MANAGEMENT

- University reputation management over past 30 years
- University strategic plans
- Reputation management as part of a strategic plan
- How do you measure reputation
- How can you plan to change a reputation

COMMUNICATING RESEARCH AND PRIORITY AREAS

- What channels does your university use?
- How many staff do you have -centrally, locally?
- Have you set goals?
- Who are your priority audiences?
- What is your blend between traditional and social?
- Do you measure or assess the effectiveness of your research communication?

FEEDBACK ON THE ACADEMY FROM 2019

100% of 2019 attendees felt the presenters provided expert insights into the sessions

"I felt all the speakers were excellent and engaging. They all had a unique experience and perspective to share"

88% believe the Academy content will help them create a more robust international strategy.

"The sessions above were very helpful as I am currently focused on the content creation side with aspirations of advancing to a more strategic role in the future. It was helpful to me to interact with and learn from people who are in more advanced positions than I am and feel confident that I am heading in the right direction"

100% of 2019 Academy attendees said the Academy content helped them develop a fuller understanding of communications and brand to apply in the workplace

**THE FIVE-DAY ACADEMY WILL BE HELD AT THE
MØLLER CENTRE IN CAMBRIDGE, UK FROM
18-22 MAY 2020**

INTERESTED IN ATTENDING?

**VISIT [THEWORLD100.COM/ACADEMY](https://theworld100.com/academy)
FOR MORE DETAILS AND A LINK TO THE BOOKING FORM**