

20



WORLD 100

REPUTATION ACADEMY

SESSION DETAILS

21

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

RESEARCHING AND DEVELOPING A BRAND POSITION

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

STAKEHOLDER ENGAGEMENT: INTERNAL AND EXTERNAL

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

RESOURCES AND STRUCTURES FOR DELIVERING REPUTATION MANAGEMENT

- 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



COMMUNICATING RESEARCH

- 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?

CRISIS COMMUNICATIONS

- The role of communications in a crisis
- Detecting and preventing a crisis
- Pre-crisis planning
- Protecting your reputation

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

RANKINGS STRATEGIES

- Overview of rankings methodologies
- The role reputation plays in rankings
- Strategies for improving rankings positions

MEASUREMENT AND EVALUATION

- Reasons to measure and evaluate your activity
- Methods of evaluation
- Reputation Tracking
- How to present evaluation

The 3 day virtual training programme costs:

- £1000 + VAT for W100 members
- £1200 + VAT for non-members

For more details visit the [Academy page on our website](#)

If you would like further information, please email
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FEEDBACK ON PREVIOUS ACADEMIES

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