20-23

WORLD 100
REPUTATION ACADEMY

SESSION DETAILS

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

- 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

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

INTERNAL COMMUNICATIONS

- How to use communications channels effectively for both staff and students
- How to develop and implement a student communications strategy
- How to support effective internal communications
- What does good practice look like for internal communications?

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

FEEDBACK ON PREVIOUS ACADEMIES
What was most valuable about the Academy?

"The networking/ mentoring with colleagues when facilitated by Mark. It was good to have the same group of colleagues in these sessions a few times as we got to know each other a little"

"Reputation is often discussed as an abstract concept. However, it was very meaningful to learn practically about university reputation, such as the definition of reputation, measurement methods, and university efforts at this academy."

"Meeting counterparts from universities across the world. Very interesting hear their experiences and focuses."

"Learning about the structures and resources and the opportunity for investment presented by COVID-19."

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