MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

BRAND REPUTATION MANAGEMENT & ENGAGEMENT

""Building, Protecting, and Amplifying Brand Trust in a Digital World""

Schedule

Date	Venue	Fees
20 – 22 Jan 2026	Doha, Qatar	USD 2495 per delegate
24 – 26 Feb 2026	Doha, Qatar	USD 2495 per delegate
03 – 05 Mar 2026	Doha, Qatar	USD 2495 per delegate
22 – 24 Apr 2026	Dubai, UAE	USD 2495 per delegate
02 – 04 Jun 2026	Muscat, Oman	USD 2495 per delegate
23 – 25 Jun 2026	Doha, Qatar	USD 2495 per delegate
21 – 23 Jul 2026	Doha, Qatar	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In an era where brand perception can shift overnight, managing and enhancing reputation is a strategic imperative. Brand trust is earned through consistent messaging, transparent engagement, and proactive management of stakeholder expectations—especially in a digital environment.

This three-day intensive course provides marketing, communications, and leadership professionals with the frameworks, tools, and crisis-tested techniques to strategically manage reputation, strengthen stakeholder engagement, and position the brand for long-term success.

Objectives

By the end of this course, participants will be able to:

- Understand the key drivers of brand reputation in digital and traditional environments
- Design and execute proactive brand engagement strategies
- Identify risks to brand perception and respond effectively
- Leverage social media to build trust and defend brand equity
- Align reputation management with corporate strategy and purpose
- Create a reputation recovery plan for post-crisis repositioning
- Monitor and evaluate brand health and audience sentiment.

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Why Attend

- Enhance your organization’s brand value by building consistent trust
- Develop internal and external messaging that supports resilience
- Learn to engage stakeholders, media, and the public with confidence
- Gain practical strategies for online reputation and social media engagement
- Strengthen leadership visibility and stakeholder loyalty.

Target Audience

This program is designed for:

- Brand Managers and Marketing Directors
- Communications and PR Professionals
- Strategy, HR, and CSR Leaders
- Executives responsible for public image or corporate affairs
- Government relations, media, and crisis response teams.

Individual Benefits

Key competencies that will be developed include:

- Brand narrative development and positioning
- Social media engagement and moderation
- Crisis preparedness and issue response
- Stakeholder communication strategy
- Media handling and trust-building techniques

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced brand equity and public trust
- Stronger media and stakeholder relationships
- More effective issue management and damage control
- Greater consistency in brand voice across channels

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Lectures – Principles of brand reputation and stakeholder influence
- Exercises – Scenario-based simulations and message testing
- Case Studies – Real-world brand successes and crisis recoveries
- Group Work – Collaboration on brand strategy and storytelling
- Reviews – Expert feedback and discussion-based debriefs

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Course Outline

Detailed 3-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 2–3 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Brand Reputation Foundations

- **Module 1: The Strategic Role of Reputation (07:30 – 09:30)**
- Brand equity, trust, and stakeholder expectations
- **Module 2: Messaging & Brand Voice (09:45 – 11:15)**
- Tone, positioning, and authenticity
- **Module 3: Social Media and Public Perception (11:30 – 01:00)**
- Opportunities, risks, and digital brand behavior
- **Module 4: Mapping Stakeholder Influence (02:00 – 03:30)**
- Prioritizing and engaging internal/external stakeholders

Day 2: Engagement Strategy & Risk Management

- **Module 5: Designing a Brand Engagement Plan (07:30 – 09:30)**
- Consistent outreach, messaging pillars, and alignment
- **Module 6: Crisis Communication Principles (09:45 – 11:15)**
- Real-time response, message framing, and media handling
- **Module 7: Case Studies – Reputation at Risk (11:30 – 01:00)**
- Corporate case breakdowns and outcomes
- **Module 8: Building a Reputation Recovery Framework (02:00 – 03:30)**
- Long-term impact mitigation and brand repositioning

Day 3: Monitoring & Sustaining Brand Reputation

- **Module 9: Measuring Brand Sentiment and Impact (07:30 – 09:30)**
- Tools, surveys, social listening, and perception metrics
- **Module 10: Leadership and Reputation (09:45 – 11:15)**
- Executive visibility, internal alignment, and tone at the top
- **Module 11: Integrated Communication Strategy (11:30 – 01:00)**
- Aligning reputation with marketing, HR, CSR, and operations
- **Module 12: Final Engagement Simulation & Feedback (02:00 – 03:30)**
- Team presentations and response evaluation

Certification

Participants who complete the program will receive a **Brand Reputation Management & Engagement** , recognizing the development of practical and strategic financial expertise.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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