



COMMUNICATING CORPORATE REPUTATION

December 2-5, 2019



Executive Education
Indian Institute of Management Ahmedabad

Communicating Corporate Reputation

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“It takes 20 years to build a reputation and five minutes to ruin it.”

Warren Buffet

Almost 10 to 15 years ago the concept of reputation management forayed in the Indian business landscape. Attempts were made by researchers and corporates to understand the nuances that govern corporate reputation. With passage of time the focus of management thinking zeroed in on the attributes of reputation management as leadership, product and service, innovation, corporate stewardship, workplace culture. Researchers asserted that the bottom line of the company is directly proportional to the reputation a company enjoys in the market. Small wonder then that there developed a need to study reputation and build techniques to project the same positively. Other compelling factors as changing communication patterns, stakeholder expectations and demand for transparency, authenticity and openness underscored the importance of reputation management. Compounding was the fact that with digitization of communication and the “always on” environment, reputation management had become dynamic and volatile and at the same time susceptible to trust deficit. Further, changed stakeholder expectations, demand for innovation and corporate stewardship were at an all-time high.

In these trying times, how do organizations build and develop perceptions, address stakeholder concerns, and manage trust deficit? There is a compelling need to address associated challenges of managing changed and changing expectations and demands.

This programme, *Communicating Corporate Reputation*, the first of its kind in the Indian context, addresses questions related to reputation management with specific focus on building and communicating the same.

Programme Objectives

- To examine drivers of reputation
- To generate value of corporate reputation engagement to C-suite
- To align strategy with resources, capabilities, constraints

Programme Highlights

- Leadership Communication
- Building a Narrative
- Crisis Communication
- Media Communication
- Digitization of communication
- Communicating CSR
- Communicating with Investors

Pedagogy

A mix of case based and experiential leaning. Participants are encouraged to engage in active interaction through classroom discussions and presentations.



Participants' Profile

- C-Suite Executives
- Senior Management
- Strategy Heads
- PR Professionals

Faculty

Professor Asha Kaul (Faculty Chair)

Email id: ashakaul@iima.ac.in

Professor Sobhesh Agarwalla

Professor Rajesh Chandwani

Professor Vaibhavi Kulkarni

Professor Sunil Maheshwari

Professor Sebastian Morris

Professor Arvind Sahay

Testimonials from batch of 2018

- Brilliant way to align our thoughts and give a structure to the madness around.
Mr. Parijat Chakraborty, Executive Director - Public Affairs, Corp. Rep, HPCL-Mittal Energy Ltd., (HMEL)
- The program content is up-to-date with the latest trends in communication functions, with latest cases and examples, making it a very practical approach to learning.
Mr. Kunal Gulati, Chief Manager - Corporate Communications, Export-Import Bank of India
- An avenue to de-learn and re-learn on various aspects of corporate communication to build corporate reputation.
Mr. Rajasekar Rajaram, Asst. Manager - Corporate Communications, Indian Oil Corporation Limited

- This programme helped unlock multiple dimensions. Also, helped us understand the theoretical perspective behind what we do on a day to day basis. Highly recommended.

Mr. Sudhanshu Tripathi, Head - Digital, Brand and Thought Leadership, Sterlite Power

- Enormous amount of knowledge on relevant subject. Beautifully designed course material in a limited period of time. Exciting, inspiring experience. Feel more confident and updated with the industry

Ms. Kanchan Sandhi, Advertising, Events & Public Relations Manager, Trident Limited

- Very informative, lots of case studies, program was well articulated.

Ms. Mona Mohan, Vice President & Head, IL&FS Financial Services Ltd.

- Experiential, unique and a well framed program. You would not want to leave the class room.

Ms. Daksha Dhasmana, Consultant Initiatives – Strategy, Trident Limited

Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **November 18, 2019**. The last date for early bird discount is **November 11, 2019**.

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Executive Education

Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4461 to 69 and 4472 to 77

Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)

Email: exed@iima.ac.in

Website: www.iima.ac.in/exed

Certificate

A certificate of participation will be issued to the participants at the end, subject to their having attended all the sessions of the programme.

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests staying with them during the programme.

Programme Fee and Payment

INR 1,00,000 plus 18% GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **November 18, 2019**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organization concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer:

1. Name of Beneficiary:
Indian Institute of Management Ahmedabad
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad
(IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance:
Communicating Corporate Reputation
5. IIMA Permanent Account Number (PAN):
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA GST Registration Number:
24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

For more information, please visit the respective programmes listed on our website www.iima.ac.in/exed.

Discount

Early Bird Discount: Nominations received with payments on or before **November 11, 2019** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not, however, guarantee acceptance of the application.

Group Discount: Any organization sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite number of participants actually attend the programmes.

Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA - Food & Agri-Business Management)
- Fellow Programme in Management (Ph.D.)
- One-Year Post Graduate Programme in Management for Executives PGPX (MBA)
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year e-Mode (online + campus) Post Graduate Programme in Management (ePGP)

The Institute has 103 faculty members working in the following management areas and centers:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organizational Behaviour
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centers

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Ravi J. Matthai Centre for Educational Innovation



Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा कार्यक्रम
भारतीय प्रबंध संस्थान अहमदाबाद

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