

Management Development Programme



Managing Image and Corporate Reputation

December 06-08, 2017

MDI Campus, Gurugram



MDI
GURGAON

Management
Development
Institute

Background

In the increasingly competitive and volatile global marketplace, brand and reputation management have gained considerable interest and importance in organizations, including corporations, non-profits, and those in the public sector.

Managing Image and Corporate Reputation management development program (MDP) introduces the concept of the product and/or corporate brand, the components that make up a good brand, and how to develop brand strategies that are appropriate for various types of organizations.

Reputation management indeed is one of the main topic for oil and gas companies that can affect the company's financial indicators, future business relations etc. However, we cannot measure the magnitude of reputation risk exactness but still we can observe consequences of bad reputation management strategies in nearly of indicators including financial and performance metrics. Oil companies should not neglect the power of reputation management but awareness of it may bring positive contribution only if oil and gas companies avoid overconfidence, illusion about full control over reputation risk. After this proper reputation management approach may bring positive impact and make progressive differences.

Course Outline

- To understand, control and manage the reputation of a brand, individual or company
- Understanding the techniques to enhance and sharpen skills in crafting and implementing successful strategic communications plans to protect the reputation of individuals and entities
- Learning how to create compelling, quality content online and offline
- Monitor, prepare and create rapid response to any negative information online
- Prepare, assess, craft and manage winning crisis communication and relevant reputation management campaigns

Contents

- The power of communication today
- Principles of Reputation Management
- Mainstream and Social Media Monitoring tools and benefits
- Key steps to creating compelling content
- Understanding and managing risk for your reputation/ brand – Crisis Communication
- Understanding pre, during and post crisis management
- Develop and manage real world digital marketing plans
- Skills for writing effective blogs and emails
- Optimizing communication skills for efficient digital employee engagement

Target Audience/ For Whom

The Programme has been designed for organizational teams of executives from the corporate sector (PSEs, Private Sectors, MNCs, Financial Institutions, Banks and Armed Forces)

Methodology

The Pedagogy includes live case discussions, role plays, audio visual aids, experiential workshop, diagnostics, presentations and open discussions.

Target

Managers and Executives at all the levels in Private Sector Companies, Public Sector Units, Central and State Government and Multi National Corporations etc.

Venue & Duration

The Programme is scheduled during December 06-08, 2017, on residential basis at MDI campus, Sukhrali, Mehrauli Road, Sector 17-A, Gurugram. Accommodation for participants will be available at MDI campus from the afternoon of December 05, 2017 to the forenoon of December 09, 2017.

Discount Policy

With a view to our long term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions:

1. 10% Discount against 3-5 nominations
2. 20% Discount against more than 5 nominations

Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details.

The fee of the program is **Rs. 36,000/- (Rupees Thirty Six Thousand only)** per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. **Service Tax as applicable will be charged extra in addition to the programme fee.** Payment should be made by a crossed Demand Draft/Cheque/NEFT/RTGS in favour of "Management Development Institute, Gurugram (Haryana)", and send to the Chief Administrative Officer (Programmes), Management Development Institute, Sukhrali, Mehrauli Road, Sector-17, Gurugram 122001, Haryana, INDIA.

Important Dates

The last date for receipt of nominations is November 27, 2017. The last date for withdrawal of nominations is November 30, 2017. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

Enquiry

For any Additional information / enquiry, please write to:

Chief Administrative Officer (Programmes),

Management Development Institute,

Post Box No. 60, MDI Campus, Mehrauli Road, Sector – 17, Gurugram – 122 007, Haryana, INDIA

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Faculty Profile

Dr. Vidhu Gaur

Assistant Professor, Business Communication

Warden Girls' Hostel

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Biography

Dr. Vidhu Gaur is an MBA and holds Doctorate Degree in English Literature from University of Kota, Rajasthan. She also holds a Post Graduate Diploma in Communication Management from ISC Pune. She is a certified Soft Skill Trainer and a Life Member of Indian Society of Training & Development, Bangalore Chapter. She has more than ten years of experience in teaching Communication and Soft Skills. She has both critical and creative writings to her credit published in reputed journals and leading newspapers. She has published one book with ISBN and has more than two dozens of Research Papers to her credit. She has presented Papers in National and International Conferences in India including prestigious institutes like IIM Bangalore, IIT Delhi & Curtin University, Australia. She is on the editorial board of many International journals and reviews case studies, research papers and chapters of books published by renowned houses.

Area of Interest

Her main areas of interest and specialization include: Communication, Business and Managerial Communication, Corporate and Reputation Management, Digital Communication, Soft Skills, and Personal Effectiveness, Management and Spirituality. As a professional speaker and corporate trainer she has motivated and educated hundreds of students of both academic and management fields and people of industry in various states of India.

Industry Experience

She has industrial experience in corporate communication where she worked as a Senior Editor of a bilingual magazine of pan India presence. She was a part of planning of many promotional tools in digital promotions including website content enrichment. She has worked in advertising agencies like Mudra Communications, Ahmedabad, Mak Media Creations, Pune, Asymmetric Advertising, Bangalore, Hammer and Partners, Ahmedabad and possesses a cross dimensional exposure in strategizing above the line and internet advertising also with reference to content and copywriting. She has handled FMCG like Wagh Bakri Tea group, Nilons Pickles, Adani Retail Chain, Livon and Recova (Paras Group), Wipro's Marketing Sales Kit etc. She has delivered corporate presentations and conducted workshops on 'Evolved Communication' in MNCs like Caterpillar Logistics, Bangalore.

Experience at MDI

Working as an Assistant Professor at Management Development Institute, Gurugram for last three years in the area of Business Communication, she also works as Programme Director in conducting four open programs at MDI campus titled Developing Communication Competencies, Communication Strategies for Effective Employee Engagement, The Art of Successful Leadership and Management, and The Art of Successful Management: A communication Perspective. She is actively involved in institute's other activities also like Warden of Girl's Hostel, Admission & Induction processes, guiding PhD scholars, reviewing case studies & research papers. She is on the Board of Examiners at MNIT Jaipur and examined a PhD thesis of the institute. The case study on MDH by her & Prof. Neera Jain of MDI was awarded the best case paper. Recently, she presented a research paper at the University of South Australia at Adelaide conducted by Australian Centre of Asian Business & MDI.

Workshops & Programs

1. Workshop on Development of Communication (Developmental Programme – Content, Creation and Communication including Success Stories) for Prasar Bharati, India's Public Service Broadcaster, National Academy of Broadcasting and Multimedia, Delhi.
2. Workshop on the Development of Communication & Soft Skills at the Department of Management Studies, MNIT Jaipur.
3. Faculty Development Program (FDP) for Management Education and Research Institute, New Delhi on Effective Communication.
4. Faculty Development Program (FDP) for The Oxford College of Engineering, Bangalore.

Awards

1. She has been featured in the Women's Diary as a Passionately Inspirational Woman.
2. She was awarded by the Home Minister of Govt. of Rajasthan for being involved intensely in social activity of developing female children of Kota Rajasthan.
3. She has been certified as Spiritual Coach & Practitioner at Gurugram.



About MDI

The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India.

As an endorsement of its front runner position in the field of Post Graduate Education in Management in India, MDI's PGPM (a two-year full time MBA equivalent program) has been awarded "A" Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-schools of the Country. The MDI is the first Indian B-school with Global accreditation AMBA-Association of MBAs, UK. The education programs comprise of two-year full-time PGPM, PGP- HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM I EFPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 43 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry. Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in pursuit of excellence'.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who has extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private), Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute's clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:

- Centre for Supply Chain Management
- Centre for Excellence in Information Management
- Centre for Entrepreneurship
- Centre for Transformational Leadership
- Centre for Corporate Governance
- Centre for Responsible Business
- Centre for Positive Scholarship

MDI maintains high level of academic excellence in management. It has over 80 full-time faculties who have several years of

experience having worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom. MDI also has strong links with leading international B-schools. This aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken. Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

MDI's International Partners

MDI has active linkages with McGill University Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University USA, University of Connecticut, USA, Cambridge College, Massachusetts, USA, DeGroote School of Business, McMaster University Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University Wisconsin, USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA, North Carolina State University Raleigh, North Carolina, USA, ESCP-EAP, France, EOHEC Business School, France, The Institute d'Etudes Politiques de Paris (Sciences-Po), IAE Aix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universität Wuppertal, Wuppertal, HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal, European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management, Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Belgium, BI Norwegian School of Management, Norway, Unlversua Carlo Cattaneo. (LIUC), Italy, Bocconi University Milano, Warsaw School of Economics. Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHiFM), Warsaw, Middlesex University London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology Brisbane, University of the Free State, Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (WMS), Pakistan, RSM Erasmus University Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School "MIRBIS", Moscow, Huazhong University of Science and Technology (RUST), School of Management, China. These linkages operate in the domains of exchange of students, faculty and knowledge. Some executive education programs are co-designed and delivered along with our partners. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.



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