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DR. ELLIOT SHREIBER

(One of the World’s Leading Reputation, Branding and Stakeholder Relations and Management Practitioners)

Presents:

**“Unleashing the Power of Strategic Stakeholder value creation: Elevating Your Brand and Reputational Excellence”,
An International Workshop with two options:**

Daytime Blended Schedule One-day Course	DATE & TIME (EST.)	COST (US\$)
	May 19, 2022: 8:30 am- 4:00 pm EST., Jamaica Pegasus & Online	US\$ 599/learner
Evening Schedule (repeat session)	May 25 & 26, 2022: 6:00 pm- 9:30 pm, EST.	US\$ 599/learner

A group of 5 and more learners from the same company obtains 10% discount ||

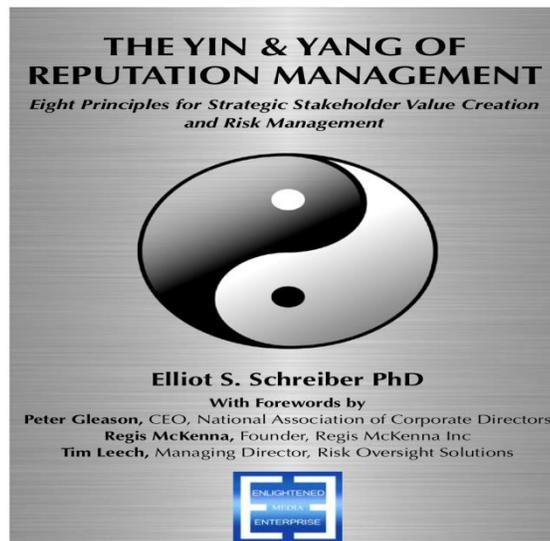
A group of 10 and more learners obtains 15% discount.

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“UNLEASHING THE POWER OF STRATEGIC STAKEHOLDER VALUE CREATION: ELEVATING YOUR BRAND AND REPUTATIONAL EXCELLENCE”

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INTRODUCTION

In the past 10-years, brand, reputation, and associated risks have become primary concerns for executives globally. Yet, most remain concerned about the ability of their companies to manage these areas.

In this course, we will explore brands, branding, reputation management and risk management from a new and unique perspective that creates and preserve stakeholder value.

Businesses around the world have embraced the term *stakeholder value*, to convey their concerns for all stakeholders, not just shareholders. For some, this has been a real shift of focus and organizational purpose. Those who simply espouse a concern for stakeholders without making changes, the growing activism of different stakeholders, including employees, customers and investors will find themselves on the defence and losing value.

It is an essential time for those concerned with brand, stakeholder value and reputation to help their organisations adapt to the changing world of stakeholder value, especially as boards and management must respond to the growing focus on environment, society, and governance (ESG). Companies are trying to find ways to respond to ESG expectations and enhance their competitiveness.

The majority of stakeholders, including employees, customers, investors, and others get their information about brands on-line, with increasing influence by those on sites of those with similar interests and values. Many brands have reinvented themselves or are attempting to in light of the growing interest from stakeholders on brands that reflect their own values.

Companies want profits. Stakeholders want value. Each stakeholder determines value based on their own needs and values. Companies must learn how to understand the different expectations of value of their stakeholders and the risks of not meeting these expectations. Not all stakeholders will be satisfied, but the company must be able to make decisions with a clear view of the opportunity and risk.

COURSE OBJECTIVES

This full-day course will help participants understand the newest approach to brand, reputation, and stakeholder value. Attendees will learn:

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1. How to best understand stakeholder values, segmentation, targeting and positioning to find the “right” stakeholders
2. How to develop stakeholder mapping and value schemes.
3. The relationship between the brand and reputation.
4. How to determine the right brand strategy.
5. Building a strong brand to enhance reputation.
6. How to develop key performance indicators (KPIs) to manage their brand and reputation processes.

PARTICIPANTS WILL GAIN KNOWLEDGE FROM CASE STUDIES, VIDEO PRESENTATIONS AND LECTURES AND TAKE AWAY PRACTICAL INSIGHTS ON HOW TO USE STAKEHOLDER ENGAGEMENT AND INSIGHT, REPUTATION, IMAGE & IDENTITY TO CREATE AND PRESERVE CORPORATE VALUE. SPECIFICALLY, PARTICIPANTS WILL GAIN ANSWERS TO THE FOLLOWING QUESTIONS:

- How do companies leverage the power of corporate reputation and brand image in marketing individual products and services?
- How does reputation affect you, your stakeholders: investors, creditors, customers, employees, community relations, inter alia?
- What strategies are leading companies and countries using to improve their reputation?
- What tools and technologies are there for use to measure corporate reputation so that you can manage it better and effectively?
- How do you draft and implement communication plans designed specifically to improve perceptions of you, your company, your country or political party?
- How to manage crises in order to repair and preserve reputation?
- What steps should be employed to ensure that a company’s actions match the corporate reputation it is building?
- How can key interest groups such as Countries, Corporations, Sectors (tourism) repair tarnished reputation?
- How do Fortune’s Most Admired Companies work with the press every day to enhance reputation and shape attitudes?
- How to measure the success of the programs implemented—linking intangibles like reputation to tangibles like sales?
- What role do ethics play in building image and reputation?

THE FOLLOWING ARE KEY LEARNERS WHO WILL BE IN ATTENDANCE

- **Chief Marketing Officers, Branding, Reputation, Image, Public Relations, communication, Advertising;**
- **Stakeholder Relations/Engagement, Chief Experience & Innovation Officers, Chief Culture and CSR Executives, strategic planners and team members of these listed professionals.**
- **Graduate Students and Academics of these professions are all welcome.**

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PROFILE OF DR. ELLIOT SCHREIBER



This program will be led by Dr. Elliot Schreiber, who is considered to be one of the most experienced and knowledgeable experts in brand, reputation, stakeholder relations and governance. He was the senior most executive in both marketing and communication at both Bayer Corporation and Nortel Networks, and previously held these positions for one of the DuPont Company's largest divisions. In addition, he was managing partner of a global consulting firm in 2000-2001 that helped major companies understand how to gain advantages from the Internet, which was just developing as a business technology. He is the author of *The Yin and Yang of Reputation Management: Eight Principles for Strategic Stakeholder Value Creation and Risk Management (November 2021)*. The book has been endorsed by and won accolades from executives globally, including the CEO of the National Association of Corporate Directors, the most renown marketing leader in Silicon Valley, a global risk consultant, as well as professors of marketing, governance, risk management, and value creation. He also is co-author of *The Execution Edge: 20 Essential Questions Directors Need to Have Answered about Strategy Execution (2009)*. He is former Senior Advisor to the Reputation Institute, an international consulting firm that helps corporations enhance and realize value from their reputation. He joined the Reputation Institute in February 2006 following a 30-year career in corporate communications, corporate marketing, academia, and consulting.

After receiving his B.A. from the University of Delaware in 1970, Elliot was a pharmaceutical sales representative for USV Pharmaceutical in southern New England. In 1971, he began his graduate education at Penn State University, receiving his M.A. in 1974 and Ph.D. in 1977. He joined the faculty in the Department of Communication at the University of Delaware in 1976, where he founded the university's first curriculum in public relations and advertising. In 1980, he joined the DuPont Company, Wilmington, DE, where he had a variety of assignments of increasing responsibility, leaving in 1986 as Group Public Affairs Manager with global communications responsibilities for pharmaceuticals, electronic products and medical devices.

From 1986-95, he was Senior Vice President, Corporate Communications, at Bayer Corporation, Pittsburgh, the North American arm of Bayer AG, Germany, where he developed and headed the company's first U.S. and Canadian communications organizations. In 1995, he joined Nortel Networks at its headquarters near Toronto, where until 1999 he was Senior Vice President, Corporate Marketing and Communications, with global responsibility for all internal communications and external marketing and communications. He was a member of the President's (executive) Council and Chair of the Global Sales and Marketing Council. In 1999, he became Managing Partner and Chief Operating Officer of Digital 4Sight, Toronto, an international e-business consulting and research firm. He and his partners sold the firm in 2001 and he returned to academia and independent consulting. Elliot has taught in the communications, MBA and executive education programs at the University of Delaware, and the S.I. Newhouse School of Public Communications at Syracuse University in the U.S.; and at the DeGroot School of Business, McMaster University, and the Schulich School of Business, York University, in Canada. He also is a co-founder and visiting faculty member of the Directors College in Canada.

Elliot has been a contributor to a number of academic journals, and has been a speaker at a variety of international conferences. He is the recipient of numerous awards from both academic and business associations, including: Penn State College of Communications Alumni Fellow; "Silver Anvil" award from the Public Relations Society of America; "Edward Burnays Award" for reputation management from *Reputation Management* magazine; and "PR All-Star" by the readers and editors of *Inside PR*.

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INDICATIVE ONE-DAY OUTLINE: THURSDAY MAY 19, 2022, JAMAICA PEGASUS & STREAMING VIRTUALLY

Time	Session	Session Title	Facilitator
8:15-8:30 am		Registration (Log on and Testing)	GovStrat staff
8:15-8:25am		Welcome, Opening Remarks & Introductions	<ul style="list-style-type: none"> ▪ Dr. Vindel Kerr, Founder & CEO ▪ Lead Sponsor
8:30-8:45 am	1	Understanding branding	Dr Elliot Shrieber
8:45-9:30 am	2	Clarifying your brand attributes and associations	II
9:30-10:00 am	3	Understanding stakeholders— stakeholder relations and stakeholder mapping	II
10:00-10:20 am		MORNING BREAK	
10:20-11:00 am	4	Determining the right brand for your organisation	II
11:00 am-12:00 noon	5	Understanding stakeholders— stakeholder relations and stakeholder mapping	II
12:00-12:50 pm		LUNCH	All
12:50 –1:30 pm	6	Teams' Case Study Analysis & Presentations	All
1:30-2:15 pm	7	Understanding branding and reputation risks and managing values and value—as sources of both reputation and risk	II
2:15-2:50 pm	8	Assuring your brand is a true “window to the soul” of your organisation	II
		EVENING BREAK	All
2:50-3:20 pm	9	Creating Your Action Plan	II
3:20-3:50 pm		Wrap up, Course Evaluation and Presentations of Certificates to those at physical site.	All

**Repeat session available during the Evenings of
May 25 & 26, 2022: 6:00 pm-9:30 pm, EST.**

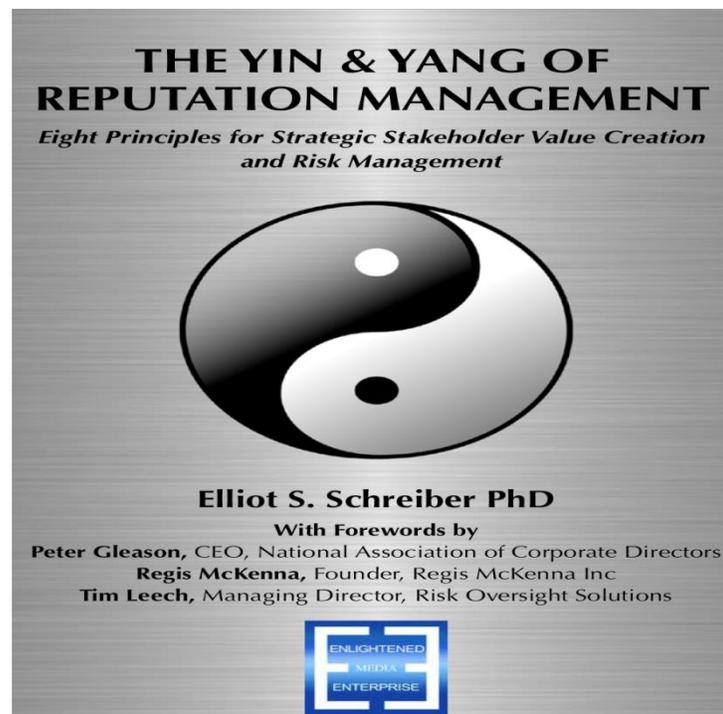
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FEE STRUCTURE, POLICY AND PAYMENT INFORMATION

- A. US\$599/Learner || A group of 5-9 learners from same company will obtain 10% discount || A group of 10 and more learners will be accorded 15% discount on the price of each participant.
- B. Fees include all learning material provided and a Certificate of Attendance.
- C. Full payment or payment arrangement should be confirmed at least 10 days before carded date of the event.
- D. Registration confirmation is assured only on receipt of full payment unless otherwise arranged.
- E. No refund for cancellation within three working days (72 hours) of each event. Substitution of persons is allowed providing that notice is given at least 48 hours before the event. No refund for “no shows” and where companies are yet to pay, full payment is expected.
- F. The course maybe postponed or cancelled at any time without prior notice by the hosts and or organizers. In such circumstance, full refund will be made, where applicable.
- G. We accept wire transfer (bank-to-bank), PayPal and Credit or Debit card online payments.
- H. By completing and returning our registration form (online or manually) means you have triggered your intention to attend. You are fully registered when your applicable fees are paid and acknowledged by GovStrat Limited.

Payment is via Online E-commerce Portal, Paypal, Credit Card or bank-to-bank transfer. Information will be provided after receipt of your completed application form via our website or via direct email to us with full details on form overleaf.

An invoice will be issued for payment with relevant instructions.



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ALTERNATIVE REGISTRATION FORM

TITLE OF WORKSHOP:			
COMPANY NAME:			
CONTACT PERSON:		JOB TITLE:	
ADDRESS:			TELEPHONE:
FAX:		E-MAIL:	
DATE TO BE HELD:		COUNTRY:	
TODAY'S DATE:			

Please register the following person(s): (Place name and position in boxes and write e-mail atop):

Email	
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Representative's Name
Position

Email:	
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Representative's Name

Position

E-mail:	
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Representative's Name

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Representative's Name

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E-mail:	
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