

Media LINK - Reputation Management



Associates
International
A SEACOR Company

The reputation or brand of an organisation can be worth more than the market capitalisation. Many CEOs report they are spending more and more time managing corporate reputation. That reputation is hard won, easy to lose and very difficult to get back. Reputation has been variously described as the sum total of images that help form an opinion; of embodying the history of other people's experiences; the "takeaway" of impression.

MediaLINK works with you to develop a proactive and workable system which, via a gap analysis, will deliver:

- where your reputation is now,
- where you want it to be
- how you will get there.



With the system in place LINK Reputation Management's training programme uses interactive techniques to teach you about reputation management processes and, via case histories, establish what works....and what does not.

You will be expected to make a presentation on how your organisation can employ best practice to achieve what one communications guru has called the "credible, reliable, trustworthy and responsible company." Or what's been described as WOMAC...the World's Most Admired Company

MEDIALINK: HELPING YOUR COMPANY PREVENT A DRAMA TURNING INTO A CRISIS

For more information please contact us.

+41 3 58 61 11 11

+44 (0) 1332 222299

info@linkassociates.com

www.linkassociates.com/medialink

LINK. Specialists in risk management for over 21 years.