

Justine McGuinness

Future Proof your Reputation



The workshop will be unique opportunity to:

- share knowledge and experiences
- explore innovations in the area of reputation management, internationally
 - consider Human Resources and reputations (both corporate and individual) in a safe environment, by the application of best practice, case studies, such as global disasters, and examples, including contemporary news footage and social media feeds.

Facilitated by Justine McGuinness, a reputation management expert with experience

at the cutting edge, dealing with some of the toughest issues – from accusations of malpractice to risks to bottom-line and share price, from corporate kidnaps to strikes

- covering both defensive and offensive reputation management. McGuinness ran the high-profile campaign in 2007 to find missing British toddler, Madeleine McCann, directing Europe's biggest media story since the death of Princess Diana.



Since then she has advised people and industries, ranging from the UK's Deputy Prime Minister, Rt Hon Nick Clegg MP to the global gold industry.

The workshop will cover the following areas:

- Introduction – a discussion/overview of what can put a business reputation at risk and why Human Resources experts should be considered reputation management
- What role does your reputation (both corporate and individual) play in:
 - Recruiting talent
 - Retaining talent
 - Using a good reputation to help prepare to be the employers for tomorrow's workforce
 - Internal reputation - is HR 'trusted'?
 - Role of personal and departmental reputation in delivering good internal communications
- It's a round world – social media, traditional media and reputations
 - Quick overview of what is social media and traditional media
 - Social media and employees
 - Freedom of speech and your company. Can an employee twitter about anything? Bringing your company into disrepute or developing your brand - where are the boundaries?
 - Should Facebook be part of your due diligence processes in recruitment?
 - Using social media to enhance the relationship with your staff
 - having a dialogue



- Social Media policies

– All media now works 24/7 and the world is small, so your business' reputation has to be protected 24/7, globally

• Tips

– Preparing for the worse

– What to do when under fire – discussion about simple techniques/tips and technology available to help

– How and when to involve your staff – to cover deploying staff as reputation advocates and the importance of strong internal communications

• What happens when things go wrong – use of visual examples – and coming up 'smelling of roses', what happens after a crisis Through-out the workshop questions and discussion will be encouraged. Benefit of attending

By the end of the workshop attendees will have:

– developed their knowledge of reputation management,

– gained insights into current issues, best practice and innovations, such as the application of social media policies, and

– been challenged to consider the role they play in protecting and enhancing corporate reputation.