SEMINAR: MANAGING YOUR ORGANIZATION'S REPUTATION

Because Everyone Is Watching...

FRIDAY NOVEMBER 1, 2014 8:30 AM TO 12:00 NOON

Registration opens 8:15 am. Morning refreshments provided

WHAT YOU'LL LEARN

What it means to manage your organization's reputation.
Tips to use immediately to enhance your organization's reputation.
Skills to build in your organization to protect it over the long term.

You have a great organization. You believe in what you do. Your operation is conducted with integrity. And, you're proud of your organization's performance. Yet, it just doesn't seem to be enough….

- A disgruntled employee complains about your organization on Facebook.
- A client criticizes your practices.
- A long-time supporter pulls out.
- A government agency launches an investigation.
- A long-time, high-ranking employee is jailed.
- A decision is questioned by the community and highlighted by the media.

All of these scenarios can impact your public image negatively. And because your record can become public 24/7 and has the potential to go worldwide in seconds, there is never time for faltering. You have to seize opportunities to enhance your reputation and be prepared to protect it.

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WHY ATTEND?

Managing your organization's reputation is critical to its long term financial success. Equally important is the protection of your organization's good name during times of crisis. Invest a half-day to learn important steps and helpful tips to developing and maintaining a positive image that will help you grow goodwill in your community.

LOCATION:

ASU Houston Harte University Center
Room 211
1910 Rosemont Dr.
San Angelo, TX 76904
(2nd Floor)

COST: $25

TRAINERS:

Dr. Karen Shumway
Associate Dean of ASU College of Business
&
Ms. Ruth Kinzey
PR expert and author
"Using Public Relations Strategies to Promote Your Nonprofit Organization"
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