



**London TDM**

# **Marketing and Communication Training Courses**

**Course Venue:** United Arab Emirates - Dubai

**Course Date:** From 25 January 2026 To 29 January 2026

**Course Place:** Downtown Dubai

**Course Fees:** 5,000 USD

## Introduction

This comprehensive 5-day course on "Reputation Monitoring and Social Listening" is designed to equip professionals with the skills and tools necessary to manage and safeguard an organization's reputation in the digital realm. Participants will learn how to efficiently monitor social conversations, analyze public sentiment, and leverage insights for strategic decision-making. By the end of this course, attendees will have a deep understanding of how to use social listening tools effectively to not only protect but also enhance brand reputation.

## Objectives

- Understand the fundamentals of reputation management and social listening.
- Learn to utilize various social listening tools for brand monitoring.
- Develop strategies to respond to online feedback and manage crises.
- Analyze sentiment and discuss the impact of social opinions on brand reputation.
- Create a comprehensive action plan for ongoing reputation management.

## Course Outlines

### Day 1: Introduction to Reputation Monitoring and Social Listening

- Overview of reputation management in the digital age
- The importance of social listening for modern businesses
- Case studies: Reputation management successes and failures
- Introduction to key terminology and concepts
- Setting objectives for effective social listening

### Day 2: Tools and Technologies for Social Listening

- Exploring popular social listening tools and platforms
- Hands-on workshop: Tool selection and setup
- Automating alerts and notifications for real-time monitoring
- Understanding metrics and KPIs for reputation tracking
- Integrating social listening tools with other business systems

### Day 3: Analyzing Data and Sentiment

- Techniques for collecting and categorizing social data
- Sentiment analysis: Methods and best practices
- Identifying trends and anomalies in data
- Leveraging insights for strategic planning
- Using analytics to measure the impact of campaigns

### Day 4: Strategic Response and Crisis Management

- Crafting effective responses to online feedback
- Strategies for managing negative sentiment and crisis situations
- Building a proactive reputation management team
- Role-playing exercises: Handling various crisis scenarios

- Developing a crisis communication plan

**Day 5: Building a Long-term Reputation Management Strategy**

- Creating a sustainable action plan for reputation management
- Incorporating customer feedback into business strategies
- Engaging stakeholders through effective communication
- Continuous improvement and adapting to trends
- Final project presentation and feedback session