

Co-creation and stakeholder engagement

16-18 October 2023
(hybrid programme)

Co-creation and stakeholder engagement at a glance

New technologies and social media are challenging the traditional role of the Chief Communications Officer (CCO). This represents a paradigm shift of the role from controlling the corporate brand message to being capable only of influencing the targets. This shift also demands that brands listen more carefully to what is happening in online communities and social media, and to generate higher levels of engagement with their audiences.

So, how can organisations use co-creation to strengthen relationships with stakeholder groups? What's the best way to use co-creation in innovation and how can it be implemented in corporate communication strategies?

Corporate communication has traditionally been associated with conveying the organisation's messages to its diverse stakeholders. However, in such a hyper-connected environment – in which customers and many stakeholders are gaining increasing power – firms need to find new ways to listen to all stakeholders, and to involve them in strategic decision-making processes.

In this three-day masterclass, you will learn how organisations can use co-creation to strengthen relationships with stakeholder groups. You will gain new insights for using co-creation in innovation, after which you and your fellow participants will discuss how co-creation strategies can also be applied to corporate communication.





For whom

This masterclass is meant for communication professionals who seek to understand the value of stakeholder contributions to innovation, value propositions, and corporate communication. It teaches you how to open up to external stakeholders in order to learn from them, and how to engage with them in strategic partnerships which benefit the organisation.

In our classroom you will meet a diverse group of accomplished, driven and open-minded professionals from Europe and beyond, working in various communication positions in the public and private sectors, NGOs, and consultancies.

Participants on this course should be educated to bachelor level and to have at least three years of work experience.

Learning objectives and your learning experience

The learning objectives of this masterclass are:

- To understand **why collaborative innovation – and more specifically co-creation – has emerged**, and how it differs from other collaborative innovation methods
- To comprehend **the key innovation typologies** and how to combine them to build a balanced portfolio of innovations
- To learn the **three-wave strategy** and why it is the **key for sustained profitable growth** in any organisation.
- To understand the 'new' role of the CCO as the Chief Connecting Officer
- To understand how the **CCO must also become the Chief Conscience Officer**
- To grasp the **benefits to management of adopting a co-creative perspective**
- To see how brands and organisations can **approach co-creation from either a tactical or a strategical perspective**
- To discover how the CCO can **use co-creation to better connect the organisation with the outside world**, understanding expectations from its stakeholders, and creating better business models, strategies, innovations and communication platforms together with them.

Your learning experience

The format of this masterclass creates an environment based on **experiential learning**, which helps students to assimilate new knowledge. It combines these learning tools:

- **Hybrid lectures** that provide the basic theoretical frameworks to approach every topic, and additional reading to further develop your understanding of each course topic.
- **Case studies** to help you discuss each topic in depth and better understand how to practice the theoretical concepts.
- **Guest speakers** who transfer their knowledge gained through personal experiences.
- **In-class discussions** which encourage active engagement and sharing of experiences.





Preparation

You will need to do a small amount of preparation for this masterclass:

There is no pre-assignment but to get the most out of this course we recommend that you read the prescribed cases in advance of each session. This will take you approximately 1-2 hours. We have also suggested articles that complement this reading – you can read these before or after each session.

You will be assessed based on a group assignment. Further details will be included in the final session of the course.

Hybrid education

RSM has built a professional studio to facilitate your hybrid classes. You can come to class in person or attend the masterclass via live-video technology. You can choose if you would like to join these hybrid sessions by attending in the classroom or online via Zoom.

With this hybrid format, all participants can get the same information presented by the professor at the same time. You can all participate in class discussions, role play and group work. Our hybrid education provides the opportunity to join courses from anywhere in the world.

Programme overview

This three-day masterclass is specifically designed to enable professionals working full-time to benefit. It combines lectures, case studies, in-class discussions and presentations from guest speakers.

General programme overview:

Monday, 16 October 2023

- Introduction
- What is co-creation?
- Explanation of the emergence of co-creation and its categorisation
- Group discussion of Case 1
- Category creation: the key innovation typology

Tuesday, 17 October 2023

- Recap and in-class discussion of Case 1
- Introduction to the three-wave strategy
- The CCO and co-creation
- How to manage a co-creation project

Wednesday, 18 October 2023

- Review of day 2
- Group discussion of Case 2
- Guest lecture
- How to manage a co-creation process
- Integrative session and co-creative wrap up session

Course experts

This masterclass is led by an expert in co-creation whose knowledge is complemented by that of our guest lecturer.

Leading lecturer: dr Oriol Iglesias

Oriol Iglesias is an associate professor and director at the ESADE Business School Department of Marketing. He was previously Chair of the Research Group in Brand Management and Director of the ESADE Brand Institute.

Oriol has conducted in-company training and research for leading global brands and has experience as a partner, CEO and consultant at different stages in his career. He has also co-authored several books on brand management and co-creation, and his research on this topic is published in top international academic journals.

Guest lecturer: Ana Antolín

Ana Antolín is the Head of stakeholder engagement and reputation at Iberdrola Group. Additionally, she is the President of Responsible Vision, an association that promotes CRSM. Further she is a lecturer for CSR at University of Valladolid.



Why co-creation and stakeholder engagement?

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In the current uncertain and volatile environment it is imperative for companies to understand what the expectations of their different stakeholders are, and to respond with agility. Additionally, companies should embrace their broader responsibilities beyond profits and serving their shareholders. This can only be achieved by developing a stakeholder perspective and fostering co-creation.

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Co-creation and stakeholder engagement will progressively become one of the keys to achieve sustained profitable growth. On one side, because growth demands disruptive innovations, which in most cases can only be achieved by combining capabilities through co-creation with stakeholders. On the other, because sustained growth is only possible with a strong reputation, which depends on stakeholder engagement.

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- by dr. Oriol Iglesias

Certification and ECTS

All participants will receive a certificate of participation upon completion of the course.

This masterclass is worth 5 ECTS, which will be granted upon successful completion of the assignment, provided that the masterclass is taken as a part of the complete RSM Part-time Executive MSc in Corporate Communication.

Practical information

Dates

The English-taught course will take place from
16-18 October, 2023

Location

Erasmus University
Burgemeester Oudlaan 50
Bayle Building (J)
Rotterdam, The Netherlands

Fee

The course fee is €3,100, which includes tuition, course materials, assessment, lunches and refreshments and drinks. This fee does not include hotel accommodation.

Hotel accommodation

There are many nice and affordable hotels within walking distance of our venue.

Interested?

We are always happy to talk to you, and to answer any questions you might still have. Contact us on:

ccc@rsm.nl

+31 10 408 2851

Ready to apply?

Secure your spot by completing [our online application form](#).



About our Part-time Executive Master in Corporate Communication

This masterclass can be followed on its own, or as part of our **Part-time Executive MSc in Corporate Communication**.

We have offered this master programme since 1998 to communication professionals who wish to further enhance their careers. The aim is to provide strategic, leadership, and management skills, as well as in-depth knowledge of corporate communication, reputation management and related disciplines. Participants who complete the whole programme are rewarded with a master's degree from Erasmus University Rotterdam.

Our accredited programme is designed to be flexible, and can be combined with a full-time career. You can therefore start at any time with any of our four modules:



Part I

Foundation of corporate communication

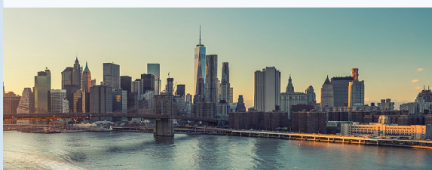
The Foundation course (in January or June);



Part II

Six advanced elective courses

Six Advanced Elective courses. You can choose six courses from the 15 that are offered, depending on your personal or professional interest and availability;



Part III

Study trip to Barcelona

International study trip



Part IV

Master thesis

Conduct a theory-based or practice-based research for your own organisation

To obtain the master's degree you must complete all four modules. Upon completion, you will have gained insight from new academic, international perspectives, and learned from working with international peers from diverse industry backgrounds within Europe and beyond.

www.rsm.nl/mcc

Accredited by



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Rotterdam School of Management Erasmus University (RSM)

is one of Europe's top-ranked business schools. RSM provides ground-breaking research and education furthering excellence in all aspects of management and is based in the international port city of Rotterdam – a vital nexus of business, logistics and trade. RSM's primary focus is on developing business leaders with international careers who can become a force for positive change by carrying their innovative mindset into a sustainable future. Our first-class range of bachelor, master, MBA, PhD and executive programmes encourage them to become critical, creative, caring and collaborative thinkers and doers.