

Five corporate communication themes
in 5 days!



Summer Course in Corporate Communication

17 - 21 June, 2019



Five-day Executive Summer Course in Corporate Communication

17 - 21 June, 2019

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Summer Course themes!

- » **Strategic Corporate Communication**
- » **Stakeholder Management**
- » **Strategic Reputation Management**
- » **Organisational Identity**
- » **Leadership in Corporate Communication**

The five-day Summer Course in Corporate Communication is an excellent opportunity to deepen and expand your knowledge of corporate communication.

You will acquire an in-depth view of the latest developments, Strategic Corporate Communication, Stakeholder Management, Strategic Reputation Management, Organisational Identity, and Leadership in Corporate Communication.

Course objectives

The following objectives are identified for the Summer Course:

- » Explore the theoretical foundations of corporate communication (stakeholder theory, identity and reputation);
- » Apply tools to systematise, reflect upon and describe communication objectives to corporate goals;
- » Acquire a deep understanding of the power of stakeholder groups;
- » Learn the process of stakeholder analysis and how to map key stakeholders;
- » Gain insights in decision tools to increase stakeholder engagement;

- » Reflect on how internal and external processes affect corporate reputation and brand equity in the long-term;
- » Apply theoretical frameworks to diagnose and describe the identity of your organisation;
- » Develop an identity-led communication strategy and positioning for your organisation;
- » Learn to build a strategy to 'grow' and 'lead' the 'thought', build trust around it and mobilise stakeholders externally and internally.

When you return to work, you will be able to help your organisation optimise its communications based on academic insights and best practices, and drive business value through effective communications strategies.

Workshops and Business Cases from (inter)national business practitioners:

- » Workshop: Strategic Messaging Strategies
- » Workshop: Stakeholder analysis and mapping
- » Workshop: Analysing organisational Identity
- » Workshop: Leadership
- » Identity Change at a.s.r.
- » Reputation Management at Heineken

During this course, you will focus on

Strategic tools
for managing
corporate
communication
and creating
value for your
organisation

Stakeholder
analysis,
mapping and
stakeholder
engagement

Strategic
reputation
management
and strategic
positioning

Organisational
identity,
identity change,
and strategic
messaging
strategiess

Leadership in
corporate
communication
and managing
corporate
communication

For whom

Corporate Communication specialists and professionals in the wider business community are welcome to apply.

"The Summer Course in Corporate Communication was an exceptionally **high-level training**. We were handed the building blocks we need to organise **professional** corporate communications. The academic guest lecturers and business practitioners were **inspiring**. The intensive programme made me aware of the **importance** of the communications profession. **I can apply the knowledge** I gained in my daily work."

Jan Denys, Director Corporate Communication and Public Affairs, Labour Market Expert

Faculty

Our faculty are world-class academics who have contributed to the field of corporate communication throughout their careers. They combine impeccable academic credentials with a thorough knowledge of business practice, and they have contributed immensely to scientific research. In addition to the academic faculty, business practitioners from a variety of organisations will share their experience and practical insights.

Prof.dr. Joep Cornelissen



Joep Cornelissen is Academic Director of the Part-time Executive Master in Corporate Communication, and Professor of Corporate Communication & Management at RSM. The main focus of his research involves studies of the role of corporate and managerial communication in the context of innovation, entrepreneurship and change, and of social evaluations of the legitimacy and reputation of start-up and established firms. He is also the author of 'Corporate Communication: A Guide to Theory & Practice', a market-leading textbook which is used by nearly 25,000 students in over 50 countries.

Prof.dr. Dianne Bevelander



Dianne Bevelander is a Professor of Management Education at RSM. Currently, Dianne is leading the drive for women empowerment at the RSM and across the broader Erasmus University. She is the Executive Director of the recently established Erasmus Centre for Women and Organizations (www.rsm.nl/ecwo). Dianne's primary research interests relate to management education and diversity with a particular emphasis on the career development of professional women.

Flore Bridoux, PhD



Flore Bridoux is an Associate Professor of Strategy at the University of Amsterdam. Her current research focuses on the management of stakeholders and human capital. In particular, she studies how firms can motivate stakeholders to cooperate with the firm and with each other. Her work has been published in, among others, *Academy of Management Review*, *Journal of Management*, and *Strategic Management Journal*.

Mignon van Halderen, PhD



Mignon runs the Professorship Thought Leadership in a Society of Change at Fontys University of Applied Sciences (School of Communication) in Eindhoven. She also advises organisations on making choices about thought leadership strategies and offers in-company presentations to organisations that are keen on pursuing a thought leadership strategy.

Dennis Larsen



Dennis Larsen is a Managing Partner at ReputationInc, a reputation management consultancy. His approach to consulting is strongly rooted in science as he helps his clients enhance business performance through powerful diagnostics based on research. He is an expert on corporate reputation, corporate responsibility and financial communications.

Frank van Ooijen



Frank van Ooijen (1958) is an independent consultant in communications, strategic positioning & sustainability since 1 January 2018 ("ToBeFrank"). Frank has held the position of Corporate Director Communications, Sustainability and Dairy Nutrition with global dairy player FrieslandCampina from 2010-2018. Before this period, he had similar comms & sustainability management positions with Rabobank, Nutreco, Unilever and the Ministry of Foreign Affairs. Frank is a political scientist (Radboud University and Clingendael Institute) and started his career as a – foreign desk – newspaper journalist. He is married, has three children and lives with his family in Breda.

Ashraf Ramzy



Ashraf Ramzy (1961) is Owner / Founder of MasterStory®, a communication strategy consultancy specialising in the more complex issues concerning Identity, Strategy and Change. Ramzy holds a master's degree in Narratology and has some 30 years of international experience in putting the power of story to work for his clients. Prior to launching his own business in 2002, he worked at advertising agencies as BBDO, TBWA and Publicis. Since 1988 he has served business clients such as Jägermeister, Bacardi, Sara Lee, Frito-Lay, Mars; non-profit organisations such as Greenpeace, The Netherlands Heart Foundation.

John-Paul Schuirink



John-Paul Schuirink is Director Global Communications at Heineken International in Amsterdam, where he leads the global communications team. In this capacity he is responsible for Heineken's internal and external communications worldwide.

Boudewijn van Uden



Boudewijn van Uden is Director of Corporate Communications at a.s.r, one of the largest Dutch insurance companies. In this role he is responsible for internal and external communication, strategic communication, brand and positioning, public affairs and CSR.

Yijing Wang, PhD



Yijing Wang is chair of the professional advisory committee and a tenured Assistant Professor of Organization and Corporate Communication in the Department of Media and Communication at Erasmus University Rotterdam. Her research and teaching interests include corporate reputation management, corporate social responsibility, managing sustainability, investor relation and crisis communication. She is author of several international publications.

Prof.dr. Ansgar Zerfass



Ansgar Zerfass is Professor and Chair in Strategic Communication at the Universität Leipzig. He has published 33 books and more than 300 journal articles, book chapters, and study reports papers in multiple languages. He is also the lead researcher of the annual European Communication Monitor, the largest transnational study on strategic communication in over 40 countries.

Programme outline



Five-day Executive
Summer Course in
Corporate Communication
17 – 21 June, 2019

Monday, June 17, 2019

Strategic Corporate Communication

- 08:45 - 09:00 **Walk-in**
(coffee & tea outside of the meeting room)
- Official start: Word of welcome**
By Marijke Baumann, Executive director of the MSc in Corporate Communication
- 09:00 - 10:45 **Strategic communication: How to play the game and create value for your organisation**
By Prof.dr. Ansgar Zerfass, University of Leipzig
- 10:45 - 11:00 **Break**
- 11:00 - 12:30 **Interactive session: How do you contribute to corporate success?**
By Prof.dr. Ansgar Zerfass, University of Leipzig
- 12:30 - 13:30 **Lunch**
- 13:30 - 15:30 **Management tools to define your role and set communication goals**
By Prof.dr. Ansgar Zerfass, University of Leipzig
- 15:30 - 18:30 **Free time**
- 18:30 - 20:00 **Dinner**
- 20:00 - 22:00 **How to shape the strategy that drives your communication. maximising, measuring and monitoring the impact of your story on your business**
By Ashraf Ramzy, founder and director of MasterStory

Programme outline

Tuesday, June 18, 2019

Stakeholder Management

- 08:30 - 09:30 **Breakfast session: Food for Thought**
By Frank van Ooijen,
former Director Corporate
Communication & Sustainability &
Director FrieslandCampina Institute
for dairy nutrition & health
- 09:30 - 10:30 **Global dilemmas in the agri-food industry**
By Frank van Ooijen
- 10:30 - 10:45 **Break**
- 10:45 - 12:30 **Workshop:
Role play and studio debate between
conflicting parties about a global food
dilemma**
By Frank van Ooijen
- 12:30 - 13:30 **Lunch**
- 13:30 - 14:15 **Foundations of Stakeholder
Management**
By Dr. Flore Bridoux,
Associate Professor of Strategy,
University of Amsterdam
- 14:15 - 14:30 **Break**
- 14:30 - 16:30 **Workshop: Stakeholder Mapping
and decision tools**
By Professor Flore Bridoux
- 16:30 - 18:30 **Free time**
- 18:30 - 20:00 **Dinner**
- 20:00 - 22:00 **Guestspeaker**

Wednesday, June 19, 2019

Strategic Reputation Management

- 08:45 - 09:00 **Walk-in**
(coffee & tea outside of the meeting room)
- 09:00 - 12:30 **Theoretical Foundations
in Reputation Management**
By Yijing Wang, Assistant Professor |
Erasmus School of History, Culture
and Communication | Department of
Media and Communication
- 12:30 - 13:30 **Lunch**
- 13:30 - 15:00 **A systems approach to reputation (risk)
management**
By Dennis Larsen, Corporate Communi-
cation and Reputation Specialist /
Managing Director Reputation Inc.
- 15:00 - 15:15 **Break**
- 15:15 - 16:30 **Future trends: the evolving role of
corporate relations in stewarding
corporate reputations**
By Dennis Larsen, Corporate Communi-
cation and Reputation Specialist /
Managing Director Reputation Inc.
- 16:30 - 18:30 **Free time**
- 18:30 - 20:00 **Dinner**
- 20:00 - 22:00 **Reputation Management at HEINEKEN**
By John-Paul Schuirink, Director
Global Communications at HEINEKEN

Programme outline

Thursday, June 20, 2019

Organisational Identity

- 09:00 - 09:30 **Welcome**
(coffee & tea outside of the meeting room)
- 09:30 - 11:30 **Organisational Identity: From analysis to specific messaging strategies**
By Prof.dr. Joep Cornelissen, Academic Director of the MSc in Corporate Communication and Professor of Corporate Communication and Management at Rotterdam School of Management, Erasmus University
- 11:30 - 12:30 **Workshop: Analysing organisational identity**
By Prof.dr. Joep Cornelissen
- 12:30 - 13:30 **Lunch**
- 13:30 - 15:00 **Workshop: Strategic messaging strategies**
By Prof.dr. Joep Cornelissen
- 15:00 - 15:15 **Break**
- 15:15 - 16:45 **Identity change at a.s.r.**
By Boudewijn van Uden, Director of Corporate Communications at a.s.r
- 17:00 - 21:00 **BBQ & Drinks, Networking with alumni**

Friday, June 21, 2019

Leadership in Corporate Communication

- 08:00 - 08:45 **Check-out before 09:00**
- 08:45 - 09:00 **Walk-in**
(coffee & tea outside of the meeting room)
- 09:00 - 12:00 **Thought Leadership in a society of change**
By Dr. Mignon van Halderen, Lector Thought Leadership at Fontys University of Applied Sciences
- 12:00 - 13:00 **Lunch**
- 13:00 - 15:00 **Workshop Leadership**
By Professor Dianne Bevelander, Executive Director of Erasmus Centre for Women and Organisations and Professor of Management Education at RSM, Erasmus University
- 15:00 - 16:00 **Wrap-up & explanation of the assignment**
By Prof.dr. Joep Cornelissen, Academic Director of the MSc in Corporate Communication
- 16:00 **Closing drinks**





"The Summer Course in Corporate Communication could be summarised by the following key words:

inspiring, sharing experience,
new insights, a week-long
serious deepening in the
field of communications,
networking,
fun, and socialising.

RSM organised the week in a fantastic way at a pleasant location, which made it easy to isolate myself from my job and to concentrate."

Stéphanie Koenders,
Communication Manager, B&A Group



Practical information

Dates

17-21 June, 2019

Length

5 days

Language

English

Certificate

Rotterdam School of Management,
Erasmus University

Location

The Summer Course takes place at four-star hotel & restaurant De Arendshoeve in Bergambacht which is near Rotterdam, the Netherlands. It offers luxurious and relaxing facilities.

Contact information

Tel.: +31 10 408 2851

E-mail: ccc@rsm.nl

 www.rsm.nl/sccc

Application

You can apply with our online application form. We accept applications to a maximum of 35. Course fees should be transferred within 14 days after you receive the invoice.

Your registration is complete as soon as the course fees have been paid.

Apply via our website now! 

Fees

The fee for the Executive Summer Course is € 5,550 and includes:

- » hotel accommodation: a double room for single use and access to all hotel facilities;
- » all meals, drinks and snacks;
- » all course materials needed for the course;
- » certificate.

Cancellations

RSM's cancellation policy applies as follows:

- » 45 – 30 days prior to the programme:
due 25% of the fee
- » 29 – 8 days prior to the programme:
due 60% of the fee
- » 7 days or less prior to the programme:
due 100% of the fee

To receive a full refund, you must cancel more than 45 days before the programme starts (a charge of 10% administration fee applies). The Corporate Communication Centre retains the right to cancel the Summer Course if there are not enough applications. In that case, the course fees will be fully reimbursed.

Master of Science in Corporate Communication Programme

Corporate Communication Centre

The Summer Course in Corporate Communication can be followed as part of **the part-time Executive Master of Science in Corporate Communication programme**, designed for professionals in corporate communication and related fields. The programme offers a tailor-made curriculum that you can start at any time and follow at your own pace alongside your work. It covers more aspects and skills in corporate communications than any other English-taught programme in the Netherlands. Choose Master Classes (electives) to provide you with a specialised learning programme, tailoring them to your own interests, or to match the skills that your organisation needs. The programme is offered by RSM's Corporate Communication Centre, a joint initiative of RSM and the business community that aims to develop and expand knowledge in the field of corporate communication.

 www.rsm.nl/mcc

Contact details

For more Information and applications, please contact:

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www.rsm.nl/MCC



Rotterdam School of Management, Erasmus University (RSM)

is one of Europe's top 10 business schools. RSM provides groundbreaking 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. Study information and activities for future students, executives and alumni are also organised from the RSM office in Chengdu, China..

Accredited by

