
**The Part-time Executive International Master of Science in
Corporate Communication**

Master Class

Organisational Identity

September 16,17,18, 2014

Programme

Day 1

Tuesday, September 16, 2014

[Room JB-41](#)

09.00 – 09.30

Welcome

09.30 – 12.30

The Organisational Identity Landscape: Mind the Gaps!

*By Dr. Mirdita Elstak, Central Bank of Suriname, FHR Lim A Po
Institute for Social Studies*

12.30 – 13.30

Lunch

13.30 – 17.00

Organisational Identity: Construction, Continuity and Change

*By Dr. Mirdita Elstak, Central Bank of Suriname, FHR Lim A Po
Institute for Social Studies*

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Day 2

Wednesday, September 17, 2014

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09.00 – 09.30

Welcome

09.30 – 12.30

Organisational Identity within the Catholic Church

*By Daphne van Rosendaal MCC, Communications Director at the
Diocese of Breda and Rotterdam, spokesperson for the Dutch
Bishop's Conference on the issue of sexual abuse of minors*

12.30 – 13.30

Lunch

13.30 – 17.00

Managing Corporate Identity

*By prof. dr. Joep Cornelissen, Professor of Communication and
Organisation at VU University Amsterdam*

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Day 3

Thursday, September 18, 2014

**The Narrative Approach to Organisational Identity
& Corporate Communication**

Room JB-41

By drs. Ashraf Ramzy, CEO/Founder Narrativity

09.00 – 09.30

Welcome

09.30 – 12.30

1. “Why Story?” An introduction to Corporate Story

Understanding the use, purpose and benefits of story in business.

2. “What is Story?” Redefining Story

Defining and redefining Story as an intentional, therefore, strategic organization of information.

3. “How does Story work?” Understanding Story

Exploring the laws and logic that govern the organization of information and drive perception

12.30 – 13.30

Lunch

13.30 – 16.30

4. “How to benefit from Story?” Applying Story

Using the 4D approach to Story Strategy: Discovery. Diagnostix. Development. Delivery.

5. “What’s our Story?” Mini Narrativity Workshop

Developing the Core of your Corporate/Brand Story

6. “Conclusions” The Purpose of Story

16.30 – 17.00

Explanation of the Assignment

By Dr. Mirdita Elstak

17.00

Closing and drinks