Datastat Research
Building Capacity in Training and Research

DATASTAT TRAINING IN

OFFICIAL COURSE PROSPECTUS

Center for Advanced Research & Professional Development

Nairobi Training Center • Global Virtual Academy • Corporate On-Site

PUBLIC RELATIONS AND COMMUNICATION

Reputation Recovery Strategies Training Course

Comprehensive Course Syllabus, Practical Modules & Upcoming Schedules

PROGRAM SPECIFICATIONS & HIGHLIGHTS

DURATION
5 Days Practical Hands-on

DELIVERY MODES
In-Person Class & Live Virtual

CERTIFICATION
Accredited Certificate of Completion

INTAKES / DATES
Multiple Cohort Schedules Included

PREPARED FOR:

Valued Participant

Email: training@datastatresearch.org | Issued: November 21, 2026

Academic & Professional Training Year: 2026

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Reputation Recovery Strategies Training Course

Public Relations and Communication • 5 Days Intensive • Accredited Certification

Course Overview

Reputation Recovery Strategies Training Course is designed to equip professionals with advanced, data-driven techniques for brand reputation repair, crisis communication, digital footprint management, and sentiment correction across search engines, social media platforms, and review ecosystems.

Key Skills & Software Tools Covered

Crisis response planning • Brand rebuilding • Stakeholder trust restoration • Strategic communication

Upcoming Training Schedules

Confirmed cohort intakes and venues. Both physical in-person classroom and live virtual online seats are available.

TRAINING DATES	LOCATION / VENUE	FORMAT / DURATION	INVESTMENT (FEE)
22 Jun 2026 – 26 Jun 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
22 Jun 2026 – 26 Jun 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 110,000**
22 Jun 2026 – 26 Jun 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 110,000**
22 Jun 2026 – 26 Jun 2026	Cape Town	Classroom / 5d	**$4,500 USD / KES 110,000**
22 Jun 2026 – 26 Jun 2026	Addis Ababa	Classroom / 5d	**$3,000 USD / KES 110,000**
22 Jun 2026 – 26 Jun 2026	Singapore	Classroom / 5d	**$5,000 USD / KES 110,000**
22 Jun 2026 – 26 Jun 2026	Istanbul	Classroom / 5d	**$5,000 USD / KES 110,000**
22 Jun 2026 – 26 Jun 2026	Bangkok	Classroom / 5d	**$5,000 USD / KES 110,000**
22 Jun 2026 – 26 Jun 2026	Accra	Classroom / 5d	**$4,000 USD / KES 110,000**
29 Jun 2026 – 3 Jul 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
29 Jun 2026 – 3 Jul 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 110,000**
29 Jun 2026 – 3 Jul 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 110,000**

* Corporate discounts and customized cohort scheduling are available for teams of 3 or more participants.

Course Curriculum & Modules

Reputation Recovery Strategies Training Course

Introduction

In today’s hyper-connected digital ecosystem, online reputation management (ORM) has become a critical business survival strategy. A single negative review, viral complaint, or misinformation campaign can significantly damage brand equity, customer trust, and revenue streams. Reputation Recovery Strategies Training Course is designed to equip professionals with advanced, data-driven techniques for brand reputation repair, crisis communication, digital footprint management, and sentiment correction across search engines, social media platforms, and review ecosystems. Participants will gain practical expertise in SEO reputation recovery, online brand repair, and crisis response frameworks that restore credibility and trust.

This course integrates modern AI-driven monitoring tools, social listening strategies, and strategic PR interventions to help organizations regain authority after reputational damage. Learners will explore real-world case studies of corporate crises, influencer backlash, and customer trust failures, while mastering actionable recovery systems. With a strong focus on digital reputation rebuilding, brand sentiment restoration, and online crisis mitigation, this program empowers professionals to transform reputational threats into opportunities for brand reinforcement and long-term customer loyalty.

Course Duration

5 days

Course Objectives

- Master online reputation recovery strategies
- Implement digital crisis management frameworks
- Apply brand sentiment analysis techniques
- Develop SEO reputation repair tactics
- Execute negative content suppression strategies
- Build trust restoration communication plans
- Utilize social media crisis response systems
- Strengthen corporate brand resilience models
- Manage review platform reputation optimization
- Design PR damage control campaigns
- Leverage AI-powered reputation monitoring tools
- Conduct stakeholder trust rebuilding strategies
- Implement long-term brand credibility enhancement systems

Target Audience

- Corporate Communications Managers
- Digital Marketing Specialists
- Public Relations Professionals
- Brand Managers & Strategists
- Social Media Managers
- SEO & ORM Consultants
- Business Owners & Entrepreneurs
- Crisis Management Teams

Course Modules

Module 1: Foundations of Online Reputation Management

- Understanding digital reputation ecosystems
- Role of search engines in brand perception
- Key ORM tools and platforms
- Reputation lifecycle analysis
- Risk identification frameworks
- Case Study: A retail brand recovering from viral negative reviews on Google Maps

Module 2: Digital Crisis Detection & Early Warning Systems

- Social listening tool configuration
- Sentiment tracking in real time
- Identifying reputation threats early
- Crisis escalation matrices
- Monitoring brand mentions across platforms
- Case Study: Airline company detecting Twitter backlash before escalation

Module 3: Reputation Damage Assessment & Audit

- Brand reputation audit frameworks
- Competitor sentiment benchmarking
- Impact analysis of negative PR
- Search engine result page (SERP) analysis
- Stakeholder perception mapping
- Case Study: Tech startup analyzing post-product failure backlash

Module 4: Crisis Communication Strategy

- Crafting crisis communication statements

- Media engagement protocols
- Internal vs external messaging alignment
- Transparent communication models
- Reputation tone management
- Case Study: Food brand handling contamination rumors

Module 5: SEO-Based Reputation Recovery

- Negative content suppression techniques
- Positive content ranking strategies
- Authority backlink building
- Content republishing strategies
- SERP reputation restructuring
- Case Study: CEO reputation recovery after misleading press coverage

Module 6: Social Media Reputation Repair

- Platform-specific recovery strategies
- Influencer engagement for reputation repair
- Community management techniques
- Viral damage control tactics
- Engagement sentiment reversal methods
- Case Study: Fashion brand recovering from influencer boycott campaign

Module 7: Review & Rating Management Strategy

- Google & Trustpilot optimization
- Review response frameworks
- Ethical review generation strategies
- Fake review mitigation techniques
- Customer experience repair systems
- Case Study: Hospitality brand recovering from low rating surge

Module 8: Long-Term Brand Reputation Rebuilding

- Brand trust reconstruction roadmap
- Thought leadership positioning
- Reputation resilience planning
- Customer loyalty restoration programs
- Continuous monitoring systems
- Case Study: Automotive brand rebuilding trust after safety recall crisis

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@datastatresearch.org or call +254724527104

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to DATASTAT CONSULTANCY LTD account, as indicated in the invoice so as to enable us prepare better for you.

Certification & Learning Methodology

- Hands-on practical delivery with real-world datasets, case studies, and lab exercises.
- Post-training mentorship, access to class resources, and customized follow-up support.
- Participants who successfully complete the course receive an accredited Datastat Certificate of Completion.

How to Enroll & Reserve Your Seat

1. Online Registration: Visit https://datastatresearch.org/courses/reputation-recovery-strategies-training-course to register online.
2. Email Booking: Send participant details to training@datastatresearch.org for official invoice & reservation.
3. Support & Assistance: Inquire via phone +254 724 527 104 | +254 734 969 612.