

Presented by:

**Markus
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Co-Founder & Chairman INBREC
Lecturer/Entrepreneur in Brand
& Reputation Management

Measurable strategies for Building a Resilient Corporate Brand & Reputation



20 - 22

September 2026



Jumeirah Messilah Beach
Hotel, Kuwait



09:00 - 16:00



ترجمة فورية





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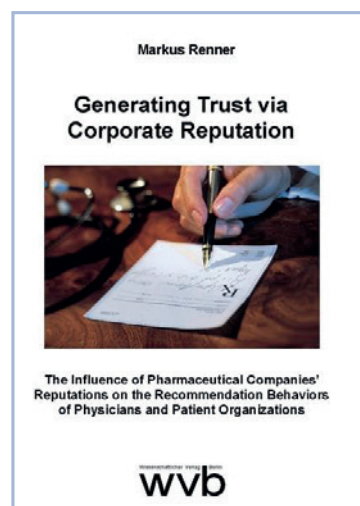
Markus Renner

Co-Founder & Chairman INBREC
Lecturer/Entrepreneur in Brand
& Reputation Management

Markus Renner is an author, consultant in brand and reputation management, and executive coach.

Markus primarily works with multinational corporations and global organizations as a strategic advisor and innovator in the fields of brand and reputation as well as in communications and marketing. He regularly conducts empirical brand and reputation studies on behalf of national and international companies and organizations.

He holds a PhD in Reputation Management from the University of Basel. He has been working for twelve years within major global corporations, e.g. as Head of Global Brand & Reputation Management at Novartis AG, Switzerland, and as Head of External Communication at Bayer AG, Germany. Furthermore, he is author of multiple publications – among them his book “Generating Trust via Corporate Reputation”.



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Leading Transformation with the
Curiosity Compass

6

Excellence Frameworks: Driving Institutional
Growth Through Measured Performance

7

Decision-Making Mastery: The Art
& Science of Confident Choices

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Measurable strategies for Building
a Resilient Corporate Brand & Reputation

OBJECTIVE

During the workshop participants will learn how to build, strengthen and protect corporate brands and the reputation of companies. They will develop step by step a customized Reputation Management System for an existing (or fictitious) company. They will understand all the individual elements of such a system and learn how to apply it in their respective environment. This will provide them the capability to measure how their defined corporate brand is being perceived in the desired way by their stakeholders, what they need to do to further improve the stakeholders' perceptions of their company, and last but not least, identify the key drivers of how to improve the reputation of their company to significantly contribute to the business success. Participants will leave with actionable strategies to implement in their organizations.

KEY BENEFITS

By the end of this workshop, participants will:

1. Be able to build, analyze, evaluate, compare, strengthen, leverage and protect company's brands and corporate reputation – and how to manage them.
2. Understand the interdependencies between corporate branding, corporate reputation, trust and business success.
3. Know why customers/consumers are by far not the only stakeholder group to focus their communication, marketing and sales activities on.
4. Be able to develop and apply a customized brand and reputation management system that can continuously improve the brand and reputation of a given company.

WHO SHOULD ATTEND

1. Marketing & Communications Leaders (CMOs, Brand Managers, PR Specialists).
2. Corporate Strategy & Reputation Managers
3. Senior Executives & Business Owners
4. Customer Experience (CX) & Sales Teams
5. HR & Employer Branding Specialists
6. Consultants & Agency Professionals

MASTERCLASS AGENDA

DAY 1: FOUNDATIONS OF BRANDING & CORPORATE IDENTITY

Theme: "Building a Strong Brand Personality and Identity"

Objective: Equip participants with tools to define and differentiate their brand.

Day 1 Outcome: Participants leave with a draft brand identity framework and stakeholder map.

DAY 2: TRUST, PERCEPTION & REPUTATION DRIVERS

Theme: "Managing Stakeholder Trust and Reputation Dynamics"

Objective: Understand how perceptions shape reputation and how to influence them.

Day 2 Outcome: Participants can analyze trust and reputation gaps and design measures to further improve reputation and interventions to mitigate reputational risks.

DAY 3: REPUTATION MEASUREMENT, STRATEGY & IMPLEMENTATION

Theme: "Measuring and Managing Corporate Reputation for Business Impact"

Objective: Learn to measure and analyze Corporate

Day 3 Outcome: Participants leave with a measurable reputation strategy toolkit.

Registration Form



The CXO Stage represents a significant leap in the world of training and development for employees, officials, and interested individuals from both the public and private sectors. The platform is dedicated to bringing together a distinguished group of experts and global speakers under one roof, with the aim of sharing knowledge and providing advanced training for specialists across various fields.

For more information about us kindly visit: www.cxostage.com

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REGISTRATION FEES

Registrars	Fees / KWD	Discount
1 - 4	350	0 %
5 - 9	310	10 %
10 - 14	280	20 %
15 +	Ask about the sponsorship plan (with discounts up to 52%)	

The registration fee includes the following:

- 1- Masterclass materials.
- 2- Certificate of attendance signed by the instructor.
- 3- Coffee break and Lunch.

Replacements and representatives are allowed.

PAYMENT METHODS

1. Pay online via: conexkw.com
or myfatoorah.com



2. Bank transfer to:

Account Name: Conex Kuwait Company

Bank: National Bank of Kuwait

Account Number: 2020951848

IBAN Number: KW03 NBOK 0000 0000 0000 2020 9518 48

Swift Code: NBOKKWKW