



Knowledge Powered
by Intelligence™

311C RBP

Reputation Management and Brand Protection

Private Sector Services

According to the International Anti-Counterfeiting Coalition, counterfeiting has grown over 10,000 percent in the past two decades and is estimated to cost the global economy over \$600 billion per year. Overshadowing the financial cost of this epidemic is the human cost, from the child labor often used to produce the fake goods, to the harmful, and sometimes deadly, condition of the goods themselves.

From fake pharmaceuticals to unsafe aviation and vehicle parts, this growing industry accounts for the loss of 750,000 jobs per year in the United States alone, and the largest growing market for the sale of these bogus products is the Internet.

Loss of reputation, revenue and market share as a result of this global underground economy can be devastating to a company, and yet, many of the online sources of these goods are detectable, and the proliferation of this activity preventable, if the appropriate tools and resources are deployed effectively and decisively.

While the value of a company's reputation can be difficult to monetize, a positive corporate image is essential for a business to ultimately be successful. Even without the issues of counterfeiting, or intellectual property and patent theft, an organization can be severely damaged by campaigns of misinformation, or by negative publicity generated by disgruntled employees or dissatisfied customers.

Our *Reputation Management and Brand Protection* training provides essential insights into your online corporate messaging, from both proactive and reactive perspectives, as well as determining the accuracy of online information relating to brands, products and services. Geo-intelligence, asset protection and vulnerability testing are all explored in these comprehensive programs.

COURSE OPTIONS

Reputation Management & Brand Protection - Basic 1 Day

- Examining Your Corporate Image Online
- Intentional and Unintentional Messaging
- Basic Online Reputation Management
- Detecting Impersonators and Bogus Information
- Social Intelligence Monitoring

Reputation Management & Brand Protection - Advanced 2 Days

- Examining the Web-Based Underground Economy
- Protecting Human and Capital Assets
- Geo-Intelligence and Asset Tracing
- Identifying Vulnerabilities
- Brand Protection

About TII:

With a global client base ranging from government agencies to members of the Fortune 500, **Toddington International Inc. ("TII")** has been enabling its customers to find and use online information more effectively since 1997.

Backed by over a decade and a half of experience providing advanced Internet intelligence services to a range of law enforcement agencies, in addition to private sector clients in the financial services, petrochemical, pharmaceutical and manufacturing industries, TII develops and delivers comprehensive, highly acclaimed classroom-based and e-learning programs that enable frontline investigative and research professionals to **find better online information, in less time, at less cost, with less risk™**.

Our team of trusted associates includes highly qualified investigators, intelligence analysts, psychologists, educators, legal practitioners and other professionals, all of whom maintain the highest standards of integrity.

**TODDINGTON
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— The Industry Leaders —

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