



# Crisis Management, Communication & Media Response

**“It takes 20 years to build a reputation and 5 minutes to ruin it”**

**Warren Buffet**

**26th – 27th June 2012, The Royal Chulan Hotel Kuala Lumpur**

## Overview

From acts of terrorism to the impact of global warming, major floods and tropical cyclones, to pandemics and cyber-attack; it would seem from the headlines that the world is in an almost constant state of crisis. What would happen if the lights went out today or your organisation suffered a major fire? How prepared is your organisation for a crisis?

*Experience from 20 years of crisis management preparedness!!!*

Asian World Summit brings you practical and interactive two-day course on “**Crisis Management, Communication & Media Response**” as an opportunity to benefit from over 20 years of international industry experience of crisis management and explore some of the themes central to understanding and implementing a Crisis Management Infrastructure to make your organisation more resilient and help to protect its reputation.

### Take away with you skills and strategies on:

- Assessing risk and identifying a ‘rising tide’ crisis
- Collating, and analysing the impact of major incidents or crises
- Accurate decision making and resolving the conflicts of interest
- Developing a Crisis Management Exercise through a practical approach
- Handling media while protecting reputation
- Steering effective internal and external communication

*You will learn from one of the most sought-after consultants of crisis management and business continuity management. Because of the **highly interactive** nature of this seminar which makes it highly demanding, seats are limited and based on first come first serve only.*

### WHO SHOULD ATTEND?

Directors, Vice Presidents, Heads of Department, Senior Managers, & Managers of:

- Operation Managers
- Corporate Communications
- Public Relations/ Affairs
- Business Continuity Management
- HR Managers
- IT Managers
- Finance Managers

### From

- Finance
- Retail
- Transport (Road, Rail and Aviation)
- Oil and Gas
- Electricity, Water, Gas - Utilities
- Communications
- Emergency Services
- Government
- Local Authorities
- Critical National Infrastructure

### Supporting Partner

