



Overview

Highland Towers collapse, LRT site accidents, melamine contamination - most of us have been hearing about a crisis at some point in our life. A crisis is an occurrence which puts an organisation, and its methods of operation, under intense public and media scrutiny. It is usually short-lived (although some may last for several weeks) but attracts significant - and sometimes hostile - attention while it lasts. If not handled properly, a crisis will result in a negative impact on the organisation's business.

Whatever crisis an organisation faces, the most important thing is to do what's right, regardless of the cost. The first priority is for health and safety. Every action must be taken to save life and limb. The response must be swift and lines of communication kept open at all times.

Communication is key during a crisis. Proper communications will allow an organization to deal effectively with a crisis, maintain its good reputation and speed the recovery process. At the end of the day, it will not be the crisis itself that the public remembers, but the way the organization responded to it and handled it. A crisis is a defining moment in the life of an organization - how will yours handle it?

This interactive programme is designed to help line managers prepare to respond to the media and other relevant stakeholders, with a view to maintain confidence in the organization during a crisis.

Key take-aways:

At the end of the 2 days programme, participants will have an idea of:

- Areas where their organisation is vulnerable,
- Who their stakeholders are and how to communicate with them,
- How the local media works, and
- The value of effective communications, and how to confidently and successfully engage with the media and other relevant stakeholders.

Who should attend?

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

- Corporate Communications
- Public Relations/ Affairs
- Media Relations
- Business Continuity Management
- Marketing & Communications