

# Crisis Communication Masterclass

The secret of crisis communication is anticipation

24th – 25th April 2019  
The Ritz-Carlton, Kuala Lumpur, Malaysia

Delegates are  
required to bring  
their Laptop for  
Exercise and  
Presentation  
Purposes

## Major Benefits of Attending

By end of the course, you will able to:

- **IDENTIFY** the types of crises and their aspects
- **BUILD** a crisis communication plan and implement it to your organization
- **DEVELOP** and manage a crisis management team to deal with crises situation
- **LEARNED** the skills in handling challenging crisis interviews
- **MANAGE** to deal with the pressure from the media
- **UNDERSTAND** how the social media works and how to use it to your advantage

## Why You Should Attend?

As a participant, you will get to learn the concept of strategic planning and the types of crises and major events for companies and organizations. This allows you to understand the value of planning and focusing on the long-term. Furthermore, you will be having two group discussion sessions during the first day in which teams will discuss their own crisis communications plans and also have the opportunity to present on a case study and engage in an open discussion.

During the second day, you will be examining different case histories of actual crises or major events in corporation's histories and how the situations were managed. This provides you an in-depth understanding on the problems involved in handling different types of crises and events. You will also be involved in a debate on a particular issue a large organization is facing today. In addition, there will be a session where you will be asked to develop key messages and a short Q&A.

## Who Should Attend?

- ✓ Spokespersons, Head of Departments, Senior Managers and Managers of:
  - ◆ Public Relations
  - ◆ Media Relations
  - ◆ Corporate Communication
  - ◆ Internal Communication
  - ◆ Government Communication
  - ◆ Online Communication
  - ◆ Investor Communication
  - ◆ Community Relations
  - ◆ Crisis Management
  - ◆ Social Media
- ✓ Risk Managers
- ✓ Crisis management or risk planning team
- ✓ Managers involved in communicating to the media or stakeholders in a crisis
- ✓ Managers likely to be supporting those who communicate with the media
- ✓ PR and communications professionals
- ✓ Staff member who may be involved in managing communication issues during a crisis

Organized by: \_\_\_\_\_

