

Plan How You Should Response During Emergency

By failing to prepare, you are preparing to fail

18th – 19th July 2019
Singapore

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

Major Benefits of Attending

At the end of the course, the delegates will be able to:

- **UNDERSTAND** the changing nature of emergencies
- **INCORPORATE** social media into your emergency preparedness
- **BUILD** an emergency response plan for your organization
- **IDENTIFY** the most likely risks to your organization
- **DEVELOP** appropriate strategies for Emergency Response
- **DETERMINE** employees' roles in emergency response
- **MANAGE** your reputation before, during and after an emergency
- **BE PREPARED** to make your organization more resilient

Why You Should Attend?

Emergencies are unpredictable but not unexpected. Every organization and individual is likely to be faced with an emergency at some point. Identifying potential risks and planning your emergency response are critical to minimizing risks and reducing the impact and successfully moving forward.

This 2 day workshop will ensure that you have the required tools to prepare your company for a worst-case scenario and able to develop your own emergency response plan for your company. Also, this workshop allows you to be involved in group work, presentation, closing discussion, debate session and Q&A session which will provide you with the skills and expertise to respond effectively in the event of an emergency.

Who Should Attend?

This course is designed for CEOs, VPs, Directors, GMs, HODs, Senior Managers, and Managers responsible for:

- ✓ Emergency Management and Response
- ✓ Business Continuity
- ✓ Crisis Communication
- ✓ Corporate Communications
- ✓ Project Development
- ✓ Public Relations
- ✓ Public Affairs
- ✓ Corporate Affairs
- ✓ Marketing Communications
- ✓ Media Relations
- ✓ Investor Relations
- ✓ Brand Communication
- ✓ Corporate Branding
- ✓ Internal & External Communications
- ✓ Media/Digital Media/Social Media and Corporate Social Responsibility

Organized by: _____



WE SOLVE YOUR PUZZLE