

# CRISIS MANAGEMENT - WEATHERING THE STORM

This interactive programme will help participants understand the importance of crisis management and effective crisis communication. You'll learn how to write a crisis plan, crisis communication plan as well as harness public relations, mass media and social media in crisis management. You'll also learn how to communicate in crisis situations, applying the golden rules of effective communication.



**100% SBL CLAIMABLE**

## Modules

**Module 1: Significance of Crisis Management and Communication**

**Module 2: Creating Your Crisis Management Plan**

**Module 3: Forming Your Crisis Management Team**

**Module 4: Developing Your Crisis Communication Plan**

**Module 5: Putting Together Media and PR Crisis Plans**

**Module 6: Riding Out the Storm: The Good, the Bad and the Ugly**

## Objectives

- recognise the importance of crisis management and effective crisis communications
- identify potential crises and develop an effective crisis management plan
- set up and train a crisis management team
- plan and manage media conferences and interviews
- learn and apply key lessons in crisis management

## Who Should Attend

- Senior management
- managers & executives

## Contact us

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