

Crisis Management & Communications



Develop Your Crisis Communication Plan, Establish A Crisis Communication Nerve Centre, Anticipate Crises And Be Prepared With Rapid Responses

By Attending This Course You Will:

1. **Increase** your knowledge and develop your skills to anticipate, prepare, analyse, manage and respond to a crisis.
2. **Develop** a crisis communication plan, with appropriate messaging for the relevant time during the crisis
3. **Determine** the requirements of, and set up a crisis communication nerve centre.
4. **Identify** a crisis team and determine their roles and responsibilities
5. **Identify** stakeholders and establish a matrix
6. **Be** able to review post-crises communication and determine an effective way forward



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info@oseasonsevents.co.za | Address: Sunninghill Office Park, 12 Peltier Drive, Gauteng

Course Timings:

Registration will be at 08:00 on Day One. Course sessions will start promptly at 08:30 and end at 15:30. There will be two short breaks for refreshments and lunch will be served at 12:30 of each day's sessions

Who Should Attend

- This course is aimed at all industries and is a MUST-ATTEND for all in communications – Corporate communication directors, communication managers and all communication team members
- It would also be beneficial for the Human Resource Managers and Directors to attend this programme to understand what is addressed during a crisis and the role that HR is required to play by providing relevant and immediate information on employees that may be affected
- Crises sometimes affect the premises, or the various locations that an organisation is situated in. For this reason it is beneficial for the key members of the security team to attend the course to understand the type of information required for communication

– Heads and Managers of security teams.

Course Overview

Warren Buffet once commented “It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that, you will do things differently.”

Being prepared can save your organisations' reputation.

Accidents with airliners and cruise liners are often considered a crisis, however, most of us work in varied industries and sometimes overlook the type and extent of crises that could face us. This course focuses on preventing and/or minimising reputational damage caused from a crisis by providing you with a complete understanding of the levels of crises, the potential damage to the organisation, how to develop a crisis communication action plan, with all the templates provided. You will have the opportunity to participate in a number of workshops; view DVDs, review case studies and start completing your crisis communication action plan for your organisation. After attending this course, you will have the knowledge to structure your communication crisis nerve centre and set it up. You will be able to identify all the front-liners in your organisation and brief them on how to effectively play their role. This course will also provide the know-how on developing different levels of messaging to send out over a variety of channels, for the duration of a crisis, as well as, an understanding of how to do a post-crisis review. Subsequent communication that may be needed to reduce or restore reputational damage will also be provided. The final day of the course is structured as a crisis communication simulation, placing most of the action item elements together to gain experiential learning.

Course Outline

Day One

Crisis Analysis Workshop: Prepare a list of crises that could occur in your organisation

- Definition of a crisis: Intense, unexpected events negatively impacting the organisation and potentially damaging its reputation
- Levels of a crisis: Analysis by financial impact, reputational impact and the seriousness of any injury
- Potential crisis types: Environmental, safety, health or quality crises, corruption, fraud, loss of key personnel and civil disturbances
- Guiding principles for crisis communication

Crisis Communication – Team Roles And Responsibilities

- Understand the roles and responsibilities of the crisis communication team
- Identify the frontliners
- Understand the importance of briefing your frontliners – team leaders, media relations leader (including website and social media), internal communications leader, HR leader, Government Relations spokesperson

Case study: Air Malaysia – Review various aspects and how we can learn from the incident and identify area's that can be incorporated into your crisis management action plan

- Use of a variety of platforms – social media, twitter, Facebook
- Sharing of electronic messages was not possible
- Lack of crisis hashtags
- Compassion and sincerity – genuine concern about the victims and their families

Workshop: Breaches of security, business theft, IT theft – Discuss and note preventative action that should be put into place in your organisation to minimise breaches of security, business theft and IT theft

Review: An information security campaign, to prevent reputational damage, which includes the following

- Information security policy
- Information security guidelines
- Classification of internal documents
- Information security communication plan
- The information security theme – communication to employees using various methods

Day Two

Crisis Communication Action Steps

- Review video, web and teleconferencing guidelines
- Review media enquiry log
- Understand the methodology to secure accurate information
- Review the holding statement templates for every eventuality
- Review a decision tree that will help develop a holding statement
- Control and protect the organisations reputation with your pre-developed first response
- Respond to stakeholders
- Compile a priority action list hour-by-hour on day one, day two and resuming business, and reducing reputational damage. This includes:
 - Mobilising crisis teams
 - Establish the company as a credible and accessible source of information
 - Beginning engagement with all affected stakeholders
 - Setting the agenda, addressing emerging issues and points of conflict and maintaining control of the communication agenda to protect the company agenda

Communication Messaging

- Develop the key message
- Understand the criteria needed to be a good spokesperson
- Identify a course that potential spokespersons can attend
- Prepare a press statement
- Prepare for media interviews and/or press conferences
- Understand the dos and dont's of a press conference

Case study: Reviewing the key aspects:

- The need to understand the roles and responsibilities of those in the crisis management team
- The need to communicate quickly
- The need to ensure clarity and consistency of messages
- The priority is the care for the families of those who have lost loved ones in the disaster
- The importance of building a reputation and relationships before a crisis

Case study: How to avoid crises – review Caterpillar's safety culture

Workshop: From the handout provided, in groups, prepare your messaging for different channels for a safety crisis that has occurred – followed by group presentations

Day Three

Stakeholders

- Develop a prioritisation matrix for the relevant stakeholders
- Review a stakeholder communication planning grid crisis

- Understand media handling guidelines
- Understand online and social media guidelines

Recovery And Review

- Reduce and repair the reputational damage caused by the
- Debrief and review to assess effectiveness
 - Assess the plan
 - Analyse the resources used and needed
 - Examine people – strengths and weaknesses
- Measure the communication that has been distributed
- Review tips to achieve success in communicating a project
- Identify the requirements for a crisis room at your own Organisation

Workshop: Fighting a viral crisis with viral communication

Day Four

Workshop

For this workshop we will all be working for the organisation identified in the handout. The group will be divided up into the various roles and responsibilities of the crisis communication team. External to our crisis communication centre, we will have the security department providing us with information on the crisis as and when information is available and the Human Resource department providing us information on affected employees and any external people involved in the crisis. Based on the information that is provided and using the steps learnt in the previous three days, we are required to collaborate in our small groups, develop messages and ensure their consistency across social media, reporters and TV.

Assessment And Review

Valuable Take-Aways From This Training

You will be provided with a complete crisis management and communication toolkit in electronic format, on a flash drive, to easily set up your crisis communication plan for your organisation. The toolkit will incorporate, but not be limited to, the following templates:

- Contact list for the crisis communication team
- Crisis management nerve centre
- Information gathering
- Priority action template
- Various news release templates for different situations such as safety, environmental incidents, bomb threats, suspicious packages
- Stakeholder prioritisation matrix
- Stakeholder communication planning grid
- Holding statement template
- Key message development template
- Media handling template
- Online and social media template

The course will also provide:

- A review of a number of case studies
- Workshops to participate in to assist you with implementation

Registration Form

PLEASE COMPLETE THIS FORM AND EMAIL BACK TO INFO@OSEASONSEVENTS.CO.ZA TO SUCCESSFULLY COMPLETE YOUR BOOKING

Company Name _____ Country _____

Tel Number: _____ Fax: _____

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Job Title	Email (required)	Telephone

2nd Delegate Details:

Title	Surname	First Name
Job Title	Email (required)	Telephone

3rd Delegate Details:

Title	Surname	First Name
Job Title	Email (required)	Telephone

AUTHORIZATION

Title	Surname	First Name
Job Title	Email (required)	Telephone

Signature: _____ Date: _____

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<input type="checkbox"/>	Conference and Workshop (4 days)	\$ 2,350
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