

CRISIS COMMUNICATION & MEDIA HANDLING

NEW UPDATE

SS 09 (1 DAY)

COURSE OVERVIEW

In today's world where bad news can go viral in mere seconds, organisations simply must be Crisis Ready. It is not enough to just manage the crisis, the organisation must communicate and shape public perception to protect its reputation and ultimately, survival.

No athlete would ever dream of participating in a gruelling triathlon without proper training. The same applies to managing any protracted crisis. To be Crisis Ready means building up your crisis communications infrastructure and muscles, way ahead of the race. Otherwise, you could run the risk of making a bad situation, worse.

This course gives management and executives the dos and don'ts of Crisis Communications. From building of the infrastructure and team to the media strategies, and tips on how to manage media and effectively shape public's perception, we will provide you with a clear and simple 4S framework to keep your organisation Crisis Safe and Ready to respond should an emergency happen.

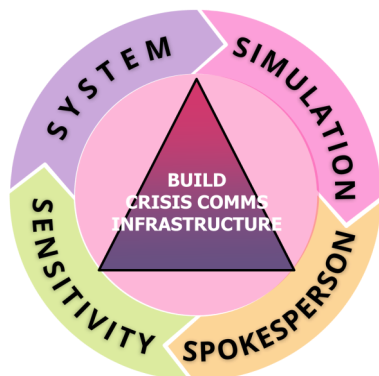
COURSE AUDIENCE

- ⇒ Leadership Team
- ⇒ Crisis Communication Team
- ⇒ Public Relation
- ⇒ Business Continuity/Organization Resilience Team
- ⇒ Any other members that are required to handle Media

COURSE OBJECTIVES

At the end of this course, you will be able to :

- ⇒ Navigate Traditional and Social Media landscape
- ⇒ Avoid common pitfalls with best crisis communications practices
- ⇒ Prepare press materials with key messages
- ⇒ Communicate with confidence and authority
- ⇒ Handle media interviews with finesse
- ⇒ Look and sound confident on camera



COURSE OUTLINE

Assess Environment for Positive Impact

- Identify what traditional and social media need during a crisis
- Balance media demands and executive behaviour for best crisis response

Build Crisis Communications Capabilities with 4S Framework

- Identify high risk scenarios and key stakeholders
- Form Crisis Communications team and protocols
- Draft talking points and prepare press materials
- Train team members to be Crisis-Ready

Manage Public Perception and Handle Media with Confidence

- Prepare in advance to ace media interview
- Learn the use of audio and visual equipment to look and sound your best
- Use powerful techniques to defuse any crisis situation

Experience and enjoy our curated case studies for easy learning and application.

*FEES

Type of Fee	Fee
Early Bird Fees**	SGD 550
Normal Fees	SGD 650

* Prices are before GST

** Register 4 weeks before course date to enjoy Early Bird fees

CLIENT & GROUP RATES AVAILABLE!
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HOW HWEE YIN

Hwee Yin is a media specialist with more than 10 years of experience in the Media and Public Relations industry. She has worked as a broadcast journalist and producer at MediaCorp for three years, and then as a PR practitioner at Singapore Airlines for almost a decade. She was later a consultant at an award-winning public relations consultancy, PR Comms, for five years.

She honed her editorial skills at MediaCorp and was trained in single camera operation. As a producer, she has covered major events such as the September 11 attacks and the SIA air crash in Taipei. She has also produced many human interest stories in Malaysia. During her stint with Singapore Airlines, she specialised in public relations in the Greater China regions and Japan. She has also worked with one of Asia's largest real estate groups, Capitaland, Konica Minolta and several lifestyle brands from China among others.

Effectively bilingual, she has translated a book by prominent Singapore entrepreneur, the late Hoon Thing Leong. She graduated from the National University of Singapore with a degree in Political Science and Economics, which provided her with a framework for a deeper understanding of media and crisis communications.

REBECCA LOW

A former TV News Editor with 25 years of experience in MediaCorp and a voice coach for over 20 years, Rebecca has a wealth of media, editorial and coaching experience. She has coached Channel NewsAsia newscasters and reporters to present on camera. She believes when we own our voice, we own our power and real transformation comes from inner work. Hence, as a coach, she goes beyond the mechanics of voice production and dives into the personality and psychology behind the voice.

A passionate lifelong learner, Rebecca studied voice under famous voice and pronunciation coaches. She has also attended Summer Institutes at the Harvard Graduate School of Education to hone her teaching skills. Rebecca has helped people from all over the world to improve their voices.

They include executives from Union Bank of Switzerland (UBS), Government of Singapore Investment Corporation (GIC), Temasek Holdings, Singapore Armed Forces (SAF) and various government agencies, broadcast journalists from the Bhutan Broadcasting Station, contestants from Miss Singapore Universe Pageant and the late President Nathan at the Istana.

Rebecca is always learning and growing, accumulating experiences from around the world and has completed the Advanced Certificate in Learning and Performance (ACLP).

What Past Learners Say

" The content of the training was closely related to real life and it help us on how to manage the crisis situation properly. Good training in bringing awareness and refresher to crisis management. Keep it up! "

by Past Learner, Suntory Beverage and Food Asia

" The 3 R's is one of the best takeaway. Thank you to the trainers, The training was done in a casual (& fun) yet professional manner. It's both enlightening and engaging. "

By Past Learner, Epworth Community Services

" Good learning journey as the training was well and easy to understand.

Very interactive training! "

By Past Learner, Bourbon Offshore Asia

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