

SS09

CRISIS COMMUNICATION & MEDIA HANDLING

1 Day

Conducted by:



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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.

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.

COURSE OUTLINE

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

- 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

Fees (Before GST)

SGD (\$)	
Early Bird Fee*	\$590
Course Fee	\$690

*Register 4 weeks before the course start date