

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

CRISIS MANAGEMENT: WEATHERING THE STORM

COMFORI SDN BHD

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
- develop a workable communications plan
- write media and PR crisis plans
- plan and manage media conferences and interviews
- learn and apply key lessons in crisis management

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.