

## **CRISIS MANAGEMENT WORKSHOP**

### **ABOUT THIS PROGRAMME**

The purpose of the workshop is for delegates to gain a better understanding of the importance of crisis management, scenario planning, and an understanding of crisis management principles and processes.

Should a crisis not be dealt with in an urgent and systematic manner it will cause permanent damage to the organisation's reputation and credibility. It is therefore imperative to formulate an effective crisis communication approach.

Whatever the level of crisis, an organisation's reputation is always at risk. How the business deals with the crisis will determine how its reputation is affected and whether it remains intact

### **KEY TOPICS TO BE DISCUSSED**

- What is a crisis?
- Levels of crisis
- Consequences of a crisis
- Relationship between crisis and trust
- Process during a crisis
- Things to consider and expect in a crisis
- Crisis-communication framework
- Identify the relevant stakeholders and how to effectively communicate with them
- Scenario planning
- Prepare ahead in case of a crisis
- What to include in your key messages and statement
- How to manage the media in a crisis
- Social-media platforms during a crisis.
- Practical experience through case studies

## **BY THE END OF THE WORKSHOP YOU'LL:**

- Acquire an in-depth knowledge of the key aspects of crisis management
- Understand the importance of scenario planning
- Learn the fundamentals of effectively engaging with relevant stakeholders
- Acquire step-by-step guide on how to plan for a crisis
- Understand how to manage the media during a crisis
- Share in the personal experience of the trainer and practical examples

## **WHO SHOULD ATTEND**

- CEO's, COO's, HR managers
- Communication managers, Corporate Affairs managers
- Risk managers
- Social media specialists
- Those responsible for business continuity/business rescue/crisis management