



@ASK Training
Attitude | Skills | Knowledge

Crisis Management and Communication

Course Code:

ASKCMC

Course Duration:

1 day, 9.00am - 5.00pm

Course Fee:

\$600 (\$648 Inc. 8% GST) per participant

Course Venue:

Hotel

Course Dates:

<https://asktraining.com.sg/course-calendar/>



Course Synopsis

We all know the consequences of mishandling a crisis can range from a relatively minor one to an uncontrollable devastating situation. However, we cannot avoid crisis. A good management and communication plan can minimize or remove the damages involved. The ultimate goal is to prevent or significantly reduce the risks involved such as operational disruptions, harm to reputation, injuries or financial damages.

This course aimed at helping participants understand the fundamentals of planning for and managing a crisis when it occurs. The workshop will cover principles and approaches to be applied in dealing with a crisis.

Aspects of crisis prevention which includes managing issues as they evolve and anticipating disasters, will also be presented and discussed.

Through case studies of organisations that have dealt with crisis situations and group discussions of lessons learnt, participants will acquire the critical skills and knowledge required in order to plan and manage a crisis effectively

Course Objectives

By the end of the course, you would be able to:

- Develop a conceptual understanding of crises and issues, recognising the differences
- Develop awareness on managing communication when dealing with crisis situations
- Develop a deeper understanding through case studies and developing checklists

Course Outline

- What is a Crisis, recent global trends and perspectives.
- Definitions and types of crises
- Issues which do not need a crisis-level response.
- The cycle of crisis management and dealing with the stake holders
- Interdepartmental relations, data bank, spokespersons,
- Prevention aspects which focus on knowledge management.
- Confidence-building versus being under siege.
- Case studies to discern the approach taken by the communications team.
- Dealing with the Crisis and managing both internal and external
- Make Communications Matter, guidelines on handling a crisis with empathy, accuracy,
- Group work, managing crisis communications in a given scenario
- Best practices in the industry and how to adopt them