

CRISIS COMMUNICATIONS

24-25 JANUARY 2019

HOTEL SOFITEL MAURITIUS L'IMPÉRIAL RESORT & SPA,
WOLMAR COASTAL ROAD, FLIC-EN-FLAC

CRISIS COMMUNICATIONS WORKSHOP

Reputation? How much is it worth to you? Imagine how many years it took you or the organisation to build your reputation. In this modern and interconnected media world, it is crucial to get the right message across before, during and after any crisis situation. Managing reputation requires ingenuity and expertise. So, is your organisation really ready to face the media during times of crisis? Does it have a plan?

Through this Crisis Communications Workshop we will prepare you for media and stakeholder challenges. Learn the do's and don'ts of crisis comms: who should take responsibility in a crisis situation, how to prepare spokespersons and messages, how to handle social media and how to brief staff, stakeholders and the media.

WHO SHOULD ATTEND?

Communications & PR professionals, marketing executives, PR firms, social media & digital managers, advertising agency executives, business owners as well as CEOs, GMs, senior managers and executives from both public and private sector organisations.

COURSE OBJECTIVES

- Identify and implement a crisis communications team
- Understand the need for internal crisis communications
- Prepare a crisis management strategy and plan
- Identify key stakeholders and write appropriate messages
- Handle the media: how to respond to tricky and tough questions, how to handle pressure and build constructive relationships
- How to make effective use of the various communications and media channels
- Properly monitor your social media channels for potential problems
- Build strategies to protect corporate reputation under testing circumstances

You will learn all these through interactive and participatory presentations, case studies, group exercises, roundtable discussions and vulnerability audit to assess potential crisis scenarios facilitated by the trainer. The latter will also stage mock interviews and help you improve your communications skills.

COURSE DIRECTOR



Award winning journalist and author Marion Scher has been one of South Africa's top freelance journalists, media consultants and trainer for the last 28 years.

Having worked in all three forms of media, radio, television and print Marion runs courses both in the media and public relations industry as well as in the corporate field, tailoring courses to meet clients' needs.

Her corporate clients include Unilever, MTN, Telkom ABSA, Munich Re, Dimension Data, Old Mutual, Metropolitan, Anglo Gold Ashanti, FNB and DBSA, Eskom, Pfizer, McDonald's, Eskom, Ekurhuleni, SANParks, Discovery Health and Cape Town Municipalities amongst many others.

Marion's new book 'Conquering Communication in Organisations - The Digital Way' has just been released by Knowledge Resources.

She is also a judge of the three top media awards in the country: Kudu Awards, the National Press Club Journalist of the Year and Discovery Health Journalism Awards.

As well as being a columnist for the Sunday Times Lifestyle magazine, she also currently trains staff for 702 Talk Radio and Cape Talk, as well as eNCA.

FEES AND REFUND

Rs 20,000 per participant. Course is MQA approved and company sponsored participants can get a refund of 75% from HRDC. Fees include lunch and tea breaks for both days.

For more information and registration, please visit www.clcl.mu

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