

Introduction to Crisis Management Workshop

If a major crisis hits your organisation, how well prepared are you to respond to a multitude of issues all at a moment's notice? Managing a crisis is an essential skill for any senior executive or manager.

This one day workshop is designed for those who may have to respond as part of your crisis response team.

Planning to deal with a crisis is no longer a luxury but a requirement.

THREATS:

Terrorism

Explosion & fire

Negative press

Employee fatalities

Supply chain failure

Natural disasters

BENEFITS:

Brand protection

Employee
reassurance

Fulfill your
duty of care

Reduced litigation

Decreased
insurance

What will you achieve?

- Learn what the essential ingredients for a crisis management team are
- Understand the need for preparedness in today's challenging climate
- Learn about case studies of the good, the bad and the ugly
- Appreciate how working with the media can prevent an issue turning into a crisis
- Realise the importance of emotional support for all involved

What is covered during the day?

- Defining a crisis
- Case studies
- Forming a crisis team
- Roles and responsibilities of the crisis team
- Dealing with people in a crisis – the human aspects
- Dealing with the media
- Desk-top exercise
- Participants limited to 15 people

Who is this for?

- Senior executives who must be ready for the unexpected
- Crisis management teams preparing for the future
- Organisations who want to learn how to prepare prior to dealing with a crisis



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