



P R I S A

Public Relations &
Communication Management

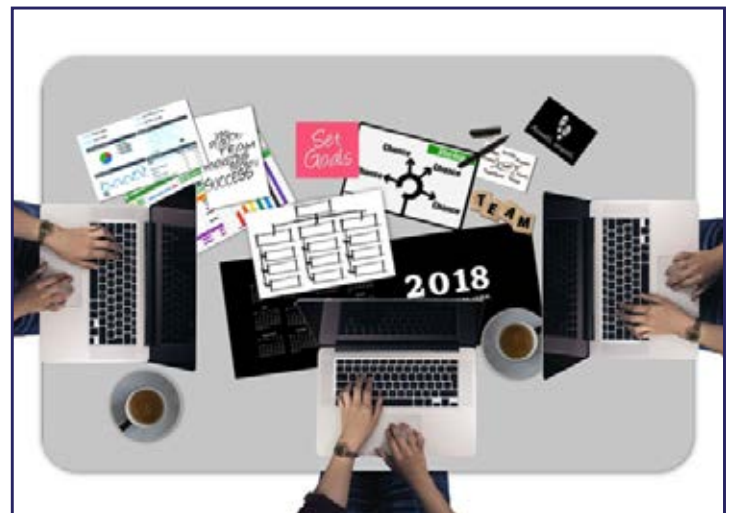
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COURSE OUTLINE

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| Course | STRATEGIC CRISIS COMMUNICATION MANAGEMENT |
| Date | 13 & 14 August, 2018 |
| Region | Gauteng |
| Venue | TBC |
| Time | 08:30 - 16:00 |
| Registration | 08:00 to start promptly at 08:30 |

Workshop Outline

Every organisation – no matter how big or small - is vulnerable to crises. With the advent of the social media era, burying your head in the sand is not an option; the conversation will simply continue without your influence. Stakeholders today are increasingly distrustful of big brands, on the back of what has happened with Volkswagen, Ford SA, FIFA, and other leading brands.



Preparation is key to managing a brand in crisis; and this preparation should happen long before a crisis hits and you need to manage the fallout. When conducting a crisis readiness audit, scenario forecasting and development of a robust issues management matrix are two areas where organisations often have gaps in their crisis planning.

Workshop Information

In this intensive workshop, we will develop, in real time, your scenario planning, issues management matrix, key messages, and stakeholder analysis. A key component of crisis, is to then simulate these scenarios and train your spokespersons to handle them. You will learn these skills in the workshop. So don't wait until it's too late... join us to pre-empt and help prevent foreseeable crisis; and feel more ready for the unknown

About our facilitator

Daniel Munslow, CPRP, is the owner and founder of MCC Consulting; a director on the International Association of Business Communicators' International Executive Board for the 2016/18 term; Vice President for IABC Africa (2016/18), and was the 2014/16 IABC Africa Regional Chairperson. He sits on the 2017 Holmes Report Advisory panel.

Daniel has 15 years' experience in business communication consulting, branding, and media; and has worked across multiple industries in numerous African countries as well as in the Middle East, the US, Europe, and AsiaPac.

He specialises in strategic communication and stakeholder engagement, crisis communication, measurement and evaluation, and skills development for senior communication practitioners and business leaders for a global client base.

Daniel has worked in banking and financial services, energy, aviation, retail, mining, healthcare and pharma, motoring, media, paper and pulp, medical, telecommunications, tertiary education, and for the United Nations.



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| Duration: | 2 Days |
| CPD Points: | 15 |
| *Early bird PRISA Member: | R4800.00 |
| Late PRISA member: | R5030.00 |
| *Early bird non-member: | R5320.00 |
| Late non-member: | R5600.00 |
| PRISA registered student: | R2720.00 |
| Accommodation NOT included in any of the fees Fees subject to change | |

***Early bird: Book and pay before 14 July 2018**

Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.


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Book online now to secure your seat as space is limited
Contact: Annah Jordan at annah@prisa.co.za or 011 326 1262