

KEY DETAILS

DATE AND TIME

Perth, WA
Wednesday - Thursday
1st - 2nd May 2019
9:00 am - 4:30 pm
Registration at 8:30 am for a 9:00 am start

Crisis Communication Planner

(WITH ANSI ACCREDITED EXAM)



WHO SHOULD ATTEND



Those who work in public relations, communications and those responsible for planning communications before, during and after an incident.

UPON COMPLETION OF THIS COURSE PARTICIPANTS WILL



Have an understanding of the key elements of effective communication during a crisis



Be able to apply sound principles to develop and implement a practical crisis communication plan in the context and framework of their own organisations

Understanding the elements of communicating during a crisis or incident is an essential planning component for every organisation. This course provides valuable information on how to protect organisational reputation. It covers the role of the spokesperson, message development, how to write the communications plan and includes a crisis communication plan template.

An organisation in crisis faces many grave threats. Employees can be in physical danger, buildings can fall, customers and reputation can be lost forever. To protect the organisation from reputational threats requires careful, thoughtful, detailed planning and a methodology for inculcating a culture of organisational crisis preparedness. In this two-day course, you will learn how to prepare the organisation for inevitable threats to reputation, execute the crisis communications plan, then when the crisis has passed assess and do what must be done before the next threats occur.

KEY TOPICS

Reputation

The concept of reputation and its vulnerabilities is essential to crisis communications planning. We will examine the value of preserving an organisations reputation then examine how reputations are strengthened and weakened.

The Spokesperson's Role in a Crisis

The spokesperson is typically the public face of the organisation in the crisis. To manage that person you must fully understand the required attributes and skills, including how they can be amplified through media training.

Message Development

Developing the right message for the right audience at the right time is as much an art as a science. We will prepare you for the science part and in the practical exercises you will develop the art. You will learn how to construct strong, common-sense, provable messages that you can deliver and defend.

The Crisis Communications Team

The Crisis Communications Team executes the plan, but the members are often unwilling, untrained or otherwise unprepared to accomplish their vital tasks. We will discuss the membership of the team and the individual roles of each member.

Writing the Crisis Communications Plan

We will list and consider the essential elements that should be included in a crisis communications plan and show you the specific questions you must ask and documents you must examine to construct a plan. We will identify in great detail what to do and what to avoid when responding to a crisis event. Lastly we will discuss how to assess communications performance before, during and after a communications crisis.

Takeaways

Students will take away a detailed, first-rate, fill-in-the-blanks crisis communications plan and the knowledge to fill in the blanks. They will also be given a detailed checklist for evaluating communications performance in a crisis.

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ANSI Accreditation



This course is accredited by ANSI (American National Standards Institute). Participants will be evaluated on their participation in the class exercises as well as graded formally on a case study short answer exam that may be taken online after the class. Successful completion of the course and exam score of 80% or higher results in an ANSI accredited certificate as a Crisis Communication Planner. If seeking ICOR certification, this course can be used to support certification as a Crisis Management & Communication Professional.

About ICOR

ICOR is an international non-profit education and credentialing organisation created to bring together the many silos, industries, and separate bodies of knowledge that individually support resilience into one profession entitled, "Organisational Resilience."

Recognised globally for its vendor-neutral, standards-based education programs, ICOR's certification competency areas align to specific jobs or job areas in the resilience and continuity of operations workplace. ICOR education program is designed to support the ICOR Resilience Framework and specific to the disciplines that support the Framework.

ICOR's Certificate Program is accredited by ANSI. Each certificate awarded includes the ANSI mark/logo.

About Riskwest

Riskwest is a specialist management consulting firm providing advisory services in risk management and business continuity to a broad range of corporate, government and community service organisations in Australia and across Asia.

Our services are supplemented by a comprehensive selection of training programs that are developed and delivered by practitioners with extensive hands-on experience in multiple sectors, including financial services, mining, oil and gas, petrochemicals, utilities, transportation, logistics, government, and community service organisations.

We are Licensed Training Partners of the Business Continuity Institute (BCI) and International Consortium for Organisational Resilience (ICOR), and authorised to deliver their certification training courses and examinations.

Contact information

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COURSE REGISTRATION

COURSE FEE

AUD 1,870 per person

Fee Includes GST, course handouts, morning tea, lunch, and afternoon tea.

In-house training available. Quotation upon request.

Register online with

Eventbrite

<https://www.eventbrite.com.au/e/icor-crisis-communication-planner-15-25-perth-2019-tickets-54745359845>

VENUE

Forrest Centre Conference Facility
Suite 2, Level 14,
221 St Georges Terrace
Perth WA 6000

RSVP

Please register by
26th April 2019

TERMS AND CONDITIONS

Riskwest reserves the right to make any amendments to the course, change the instructor, or cancel the course due to unforeseen circumstances.

If the course is cancelled, the course fees will be fully refunded. A replacement is welcomed if a participant is unable to attend the course. Cancellation will carry a 30% service charge if made in writing up to 5 working days prior to the start of the course. Regrettably, no refund can be given if cancellation is made less than 5 working days prior to the start of the course, for "no show", or absence from part of the course.