



Resilience.
Education.
Credentialing.



KEY DETAILS

DATE AND TIME

Perth, WA
Wednesday - Thursday
13th—15th May 2020
9:00 am - 4:30 pm
Registration at 8:30 am for a 9:00 am start

Crisis Management & Communication Professional Training Course

Is your organisation's reputation at risk?

Understanding the elements of crisis management and communications is crucial to adapting and responding appropriately when faced with managing an incident. This course teaches useful strategies and techniques for analysing situations and making difficult decisions with limited time, information, and resources while managing an incident and leading teams.

It is important that any enterprise have an understanding of Crisis Management since it poses the greatest threat to an organization's survival. That can only be achieved by adopting a management philosophy that includes prevention of potential crises, mitigation of those that do occur, and recovery and restoration in the wake of a crisis. The importance of effective crisis communications cannot be underestimated. Both internal and external messages need to be drafted as well as the spokespersons trained. Who speaks to the media? What do they say? Planning for crisis communications ensures that your organization is in control of what the public and stakeholders hear in order to protect its reputation.

The course includes multi-media, sample policies, and templates.

Credentials

The certification exam is comprised of 8 short-answer problem solving questions. To earn the certification requires a score of 75% or higher in each. Successful completion of all the 8 modules and passing the examination results in the ICOR credential entitled, "Crisis Management & Communication Professional" (CMCP).

WHO SHOULD ATTEND



This course is ideal for management responsible for leading their organization during a crisis, public sector personnel, professional communicators, and those in public affairs or public relations. .

UPON COMPLETION OF THIS COURSE PARTICIPANTS WILL



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



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



ICOR Crisis Management & Communication Professional Training Course, 13th—15th May 2020 Perth

Key Topics

The Discipline of Crisis Management

This session focuses on the crisis management discipline, different scenarios to consider when preparing to write a crisis management plan, and the key elements of a crisis management plan based on standard requirements.

Culture & its Impact on the Crisis Management Capability

It is essential to understand the importance of organizational culture in managing every day events and when managing crises by looking at how to analyze the culture of the organization and work within its structure to create a more resilient organization.

Structure and Crisis Management

The structure of an organization can be its greatest asset or its greatest weakness – evaluating your organization and its structure may impact its crisis management capability. This lesson discusses the pros and cons of different organizational structures.

Crisis Communication Planning

It is important to develop a crisis communication system that will align to any crisis incident impacting the organization. This lesson looks at communication tools, strategies including social media, message development, and the importance of media training.

Issues Management & Crisis Readiness

This lesson discusses topics such as situational awareness, horizon scanning, issues management, and how they contribute to a more “crisis-aware” organization.

Leadership in a Crisis

Understanding the elements of leadership in times of crisis may help better explain more than any set of crisis plans why some organizations survive crises better than others and clarify how organizations can endure future crises. This lesson explores leadership qualities that have been shown to support the development of an effective crisis response.

The Role of Teams in Crisis Management

A crisis cannot be managed by one person. A key factor in all crisis management programs is the designation of a crisis management team engaged to manage the crisis event. This lesson focuses on the purpose of crisis management teams, who to choose to be on the team, and the importance of managing conflict within the team itself.

Managing the Crisis Communication Response

The focus of this lesson is on crisis communication and reputation management by looking at modern case studies of organizations who have done it well – and at some who have not done it as well.

Trainer



Kenny Seow has over 28 years of international experience in disaster recovery, business continuity and crisis management in banking, education, aviation, health, logistics and government. He is a Partner at

Riskwest, an Australia-based consulting practice that provides business continuity and risk management support, training and advisory services to government, community service organisations and private sector companies in the region.

Kenny speaks regularly at seminars and conferences, and has conducted training and presented papers on business continuity in Australia, United States, United Kingdom, Hong Kong, China, Indonesia, Singapore and Malaysia. Kenny was conferred the Australasia and Global BCI Awards for Continuity and Resilience Consultant 2017.

Kenny is a Member of the BCI (MBCI), an Approved BCI Instructor, and a former Director of BCI Australasia. He is qualified as an ISO 22301 Lead Auditor and Trainer. He has a Bachelor degree in Psychology and Computer Science, Master degree in Business Administration and Specialist Diploma in Disaster and Emergency Management System. He is also a volunteer with the WA State Emergency Service.



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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.

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 2,970 per person

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

In-house training available. Quotation upon request.

Register online with

Eventbrite

<https://www.eventbrite.com.au/e/94294398083>

VENUE

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

RSVP

Please register by
8th May 2020

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.

