By Attending This Course You Will:

1. **Increase** your knowledge and develop your skills to anticipate, prepare, analyse, manage and respond to a crisis.
2. **Develop** a crisis communication plan, with appropriate messaging for the relevant time during the crisis.
3. **Determine** the requirements of, and set up a crisis communication nerve centre.
4. **Identify** a crisis team and determine their roles and responsibilities.
5. **Identify** stakeholders and establish a matrix.
6. **Be** able to review post-crises communication and determine an effective way forward.
Course Timings:
Registration will be at 08:00 on Day One. Course sessions will start promptly at 08:30 and end at 15:30. There will be two short breaks for refreshments and lunch will be served at 12:30 of each day’s sessions

Who Should Attend
• This course is aimed at all industries and is a MUST-ATTEND for all in communications – Corporate communication directors, communication managers and all communication team members
• It would also be beneficial for the Human Resource Managers and Directors to attend this programme to understand what is addressed during a crisis and the role that HR is required to play by providing relevant and immediate information on employees that may be affected
• Crises sometimes affect the premises, or the various locations that an organisation is situated in. For this reason it is beneficial for the key members of the security team to attend the course to understand the type of information required for communication

– Heads and Managers of security teams.

Course Overview
Warren Buffet once commented “It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that, you will do things differently.”

Being prepared can save your organisations’ reputation.

Accidents with airliners and cruise liners are often considered a crisis, however, most of us work in varied industries and sometimes overlook the type and extent of crises that could face us. This course focuses on preventing and/or minimising reputational damage caused from a crisis by providing you with a complete understanding of the levels of crises, the potential damage to the organisation, how to develop a crisis communication action plan, with all the templates provided. You will have the opportunity to participate in a number of workshops; view DVDs, review case studies and start completing your crisis communication action plan for your organisation. After attending this course, you will have the knowledge to structure your communication crisis nerve centre and set it up. You will be able to identify all the front-liners in your organisation and brief them on how to effectively play their role. This course will also provide the know-how on developing different levels of messaging to send out over a variety of channels, for the duration of a crisis, as well as, an understanding of how to do a post-crisis review. Subsequent communication that may be needed to reduce or restore reputational damage will also be provided. The final day of the course is structured as a crisis communication simulation, placing most of the action item elements together to gain experiential learning.

Course Outline

Day One

Crisis Analysis Workshop: Prepare a list of crises that could occur in your organisation
• Definition of a crisis: Intense, unexpected events negatively impacting the organisation and potentially damaging its reputation
• Levels of a crisis: Analysis by financial impact, reputational impact and the seriousness of any injury
• Potential crisis types: Environmental, safety, health or quality crises, corruption, fraud, loss of key personnel and civil disturbances
• Guiding principles for crisis communication

Crisis Communication – Team Roles And Responsibilities

• Understand the roles and responsibilities of the crisis communication team
• Identify the frontliners
• Understand the importance of briefing your frontliners – team leaders, media relations leader (including website and social media), internal communications leader, HR leader, Government Relations spokesperson

Case study: Air Malaysia – Review various aspects and how we can learn from the incident and identify area’s that can be incorporated into your crisis management action plan
• Use of a variety of platforms – social media, twitter, Facebook
• Sharing of electronic messages was not possible
• Lack of crisis hashtags
• Compassion and sincerity – genuine concern about the victims and their families

Workshop: Breaches of security, business theft, IT theft – Discuss and note preventative action that should be put into place in your organisation to minimise breaches of security, business theft and IT theft

Review: An information security campaign, to prevent reputational damage, which includes the following
• Information security policy
• Information security guidelines
• Classification of internal documents
• Information security communication plan
• The information security theme – communication to employees using various methods
Day Two

Crisis Communication Action Steps
- Review video, web and teleconferencing guidelines
- Review media enquiry log
- Understand the methodology to secure accurate information
- Review the holding statement templates for every eventuality
- Review a decision tree that will help develop a holding statement
- Control and protect the organisation’s reputation with your pre-developed first response
- Respond to stakeholders
- Compile a priority action list hour-by-hour on day one, day two and resuming business, and reducing reputational damage. This includes:
  - Mobilising crisis teams
  - Establish the company as a credible and accessible source of information
  - Beginning engagement with all affected stakeholders
  - Setting the agenda, addressing emerging issues and points of conflict and maintaining control of the communication agenda to protect the company agenda

Communication Messaging
- Develop the key message
- Understand the criteria needed to be a good spokesperson
- Identify a course that potential spokespersons can attend
- Prepare a press statement
- Prepare for media interviews and/or press conferences
- Understand the dos and don’t of a press conference

Case study: Reviewing the key aspects:
  - The need to understand the roles and responsibilities of those in the crisis management team
  - The need to communicate quickly
  - The need to ensure clarity and consistency of messages
  - The priority is the care for the families of those who have lost loved ones in the disaster
  - The importance of building a reputation and relationships before a crisis

Case study: How to avoid crises – review Caterpillar’s safety culture

Workshop: From the handout provided, in groups, prepare your messaging for different channels for a safety crisis that has occurred – followed by group presentations

Day Three

Stakeholders
- Develop a prioritisation matrix for the relevant stakeholders
- Review a stakeholder communication planning grid crisis

The course will also provide:
- A review of a number of case studies
- Workshops to participate in to assist you with implementation

Day Four

Workshop
For this workshop we will all be working for the organisation identified in the handout. The group will be divided up into the various roles and responsibilities of the crisis communication team. External to our crisis communication centre, we will have the security department providing us with information on the crisis as and when information is available and the Human Resource department providing us information on affected employees and any external people involved in the crisis. Based on the information that is provided and using the steps learnt in the previous three days, we are required to collaborate in our small groups, develop messages and ensure their consistency across social media, reporters and TV.

Assessment And Review

Valuable Take-Aways From This Training
You will be provided with a complete crisis management and communication toolkit in electronic format, on a flash drive, to easily set up your crisis communication plan for your organisation. The toolkit will incorporate, but not be limited to, the following templates:
- Contact list for the crisis communication team
- Crisis management nerve centre
- Information gathering
- Priority action template
- Various news release templates for different situations such as safety, environmental incidents, bond threats, suspicious packages
- Stakeholder prioritisation matrix
- Stakeholder communication planning grid
- Holding statement template
- Key message development template
- Media handling template
- Online and social media template

Recovery And Review
- REDUCE and repair the reputational damage caused by the
- Debrief and review to assess effectiveness
  - Assess the plan
  - Analyse the resources used and needed
  - Examine people – strengths and weaknesses
- Measure the communication that has been distributed
- Review tips to achieve success in communicating a project
- Identify the requirements for a crisis room at your own Organisation

Workshops to participate in to assist you with implementation
Registration Form

Please complete this form and email back to info@oseasonsevents.co.za to successfully complete your booking.

Company Name_________________________________ Country_____________________________________________
Tel Number: ____________________________________ Fax:  ______________________________________________
Signature: ______________________________________ Date: ______________________________________________
(This booking is not valid without a signature)

DELEGATES DETAILS (PLEASE FILL IN USING BLOCK CAPITALS)

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TERMS AND CONDITIONS

1. Payment Terms: On the return of the registration form, full payment is required within 10 working days. Payment must be received prior to the conference date. O-Seasons Events reserves the right to refuse entry into the conference should full payment not have been received prior to this date. Cancellation will be charged under the terms set out below. 2. Cancellations, No Shows & Substitutions: Cancellations received in writing more than 21 days prior to the event being held carry a 50% cancellation fee. Should cancellations be received between 21 days and the date of the event, the full conference fee is payable and non-refundable. Non-payment or non-attendance does not constitute cancellation. No show will be charged the full registration fee. Cash alternatives will not be offered; however, substitutes at no extra charge are welcome. 3. Alterations to advertised package: O-Seasons Events reserves the right to alter this programme without notice or penalty and in such situations no refunds or part-refunds or alternative offer will be made. Should O-Seasons Events permanently cancel an event, for any reason whatsoever, the client shall be provided a credit of the equivalent amount paid towards the cancelled event. In the case of a postponed or cancelled event, O-Seasons Events will not be responsible for covering airfare, accommodation, or other travel costs incurred by Clients. 4. Copyright: All intellectual property rights in the materials distributed by O-Seasons Events in connection with this event are expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

Conference Fees

Please select your venue by ticking the boxes below

- Conference and Workshop (4 days) $2,350
- Airport Transfer (both ways) $110
- Accommodation Per Night $110
- Optional Tour $130

Please select your options by ticking the boxes below

Bank Details

Name of account: O-Seasons Events (PTY) LTD
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