



MARKETING  
INSTITUTE OF  
SINGAPORE

# COMMUNICATIONS

## Effective Crisis Management Communications

### Why You Should Attend This Course:

Today a volcanic eruption on a remote island affects more than a million people worldwide. It becomes a global crisis and yet the crisis has to be managed locally. How crisis management teams in companies, governments, corporations handle the challenge will shape the survival of the organisations.

This course is aimed at helping employees understand why dealing with crisis is beneficial to them and to the organisation. It is all about being on top of such crisis and not let them topple you. It will cover identifying 'minefields' and developing level-headed approaches to deal with the situation to maintain or even increase confidence in the organisation. We will discuss issues like the spiral of confidence and siege mentality.

Participants will be exposed to practical situations and be encouraged to use the knowledge learnt to defuse these potential threats.

### Learning Outcome:

- Develop a conceptual understanding to crisis and issues, recognising the differences between them
- Identify target audiences
- Have an understanding on how crisis are managed more by leadership than management
- Develop awareness on managing communication in dealing with the four levels of outrage and risks faced by the public
- Have tools – like a crisis management protocol – to deal with difficult situations at the workplace and a game plan

### Course Outline:

#### 1. What is Crisis?

This will cover recent global trends and historical perspectives, definitions and types of crisis. It will deal with issues which do not need a crisis-level response.

#### 2. The Cycle of Crisis Management

This will cover the need to deal with a crisis and map the full cycle in dealing with a crisis before focusing on the prevention aspect which focuses on knowledge management. It will cover aspects of confidence-building vs. being under siege.

#### 3. Dealing with the Crisis

Participants will participate in this process through examining cases studies and role play on managing both internal and external communications for various forms of crisis. Much attention will be paid to handling the media and containing the crisis.

#### 4. Getting To Grips: Make Communications Matter

This session looks at basic guidelines on handling a crisis – empathy, accuracy, leadership and questions on levels of reassurance and sharing of information.

### Trainer's Profile:

**Braema Mathi** has over 15 years of experience dealing with media strategies for the non-profit sector. She has done research on the impact of media, been a journalist and worked in corporate communications, heading a department to build it up. One of her research areas is on multiculturalism within the American community.

As an active volunteer with a few organisations, Braema has drawn up media plans, organised events, managed the internal communications and newsletters. As a journalist she has worked with the non-profit sector to raise awareness to the work and issues whilst working with the VWO to protect clients. As head of corporate communications in a hospital, she helped to brand the hospital with the help of the media. During the SARS crisis the daily updates as part of internal communications helped the staff to remain cohesive and focused during the crisis.

She has conducted organisation development workshops in Malaysia and Singapore. She is a regular speaker at seminars and conferences. Braema has worked as a teacher, a journalist, a researcher and is now a consultant, focusing on the non-profit sector. She is conducting training for staff, carrying out research and framing strategies for organisational and programme development.

Date:  
**14 Feb 2012**  
**1 Jun 2012**

Course Fees:  
**S\$540.00**

MIS MEMBER:  
**20% OFF**

For Course Enquiries  
Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel:  
6327 7586 / 583/ 582

Fax:  
6327 9741

51 Anson Road #03-53  
Anson Centre (S)079904

# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

### Effective Crisis Management Communications

14 Feb 2012     1 Jun 2012    (9.00am to 5.00pm)  
**S\$540 (subject to 7% GST)**    Includes lunch & refreshments

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

### Administrative Details

#### Registration

##### Register Online @ [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

The fastest and most effective way to register for our courses is via our online registration form.

##### Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

#### Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

#### MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: [membership@mis.org.sg](mailto:membership@mis.org.sg).

#### Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

#### Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

#### Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

#### Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

#### Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg) or call 6327 7586 / 583 / 582.

**FOR COURSE ENQUIRIES**

Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg)  
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