



Crisis Communication Boot Camp

Two days | 16-18 October | VTU Platinum Lodge, Mhondoro Ngezi

This crisis training course covers strategy, planning, systems and resources. You will learn to respond rapidly and defend reputation in media and online. Topics include risk mapping, teams, protocols, templates, systems, manuals and tools.

WHO SHOULD ATTEND

This is an intermediate-level course designed for learners with existing knowledge and several years of experience in communications or PR. Learning is pitched at a level to help you develop strategic approaches and apply sophisticated techniques. This course is recommended for anyone who may be involved in managing the communications response to a crisis affecting their organisation, either behind the scenes or as a spokesperson.

WHAT YOU WILL LEARN

After this course you will be able to:

- Establish your organisation's readiness for crisis communication activities to mitigate reputational damage
- Lead the process of creating a crisis strategy
- Conduct a reputational risk assessment and issues mapping process
- Set up crisis and issues monitoring systems
- Create crisis communication systems, teams, protocols, resources and plans using straightforward templates and international best practice
- Apply practical crisis management tools and ideas to your job

Option 1

USD 1300 Non Members
Conferencing, Accommodation, Teas, Lunches ,
Refreshments & Certificate of Participation.

Option 2

USD 800 Non Members
Conferencing, Teas, Lunches , Refreshments &
Certificate of Participation.

10% DISCOUNT FOR MEMBERS

BANKING DETAILS

Steward Bank Institute of Public Relations | Eastgate Branch | Acc No.: 1009015503 | FCA No: 1033341772

FOR WORKSHOP BOOKING AND IN-HOUSE TRAINING CONTACT

+263 776 978 158/ +263 772 812 678/ Tel: 0242 443 124

Email: admin@iprc.co.zw Web: www.iprc.co.zw



COURSE OUTLINE

Crisis Communication Strategy

This module covers the core principles of crisis communication.

- Crisis communication strategy best practice
- Principles of reputation management
- Crisis dynamics: lessons for how crises originate and develop
- Stages of crisis communication
- Key ingredients and approaches to formulating a crisis communication strategy

Crisis Radar: Risk Assessment and Issues Mapping

This module covers practical tools and approaches for mapping problematic issues and potential sources of crisis.

- Understanding potential origins of reputational crisis
- Techniques to identify and prioritise likely sources of crisis
- How to conduct a reputation flashpoint audit
- Best practice on issues mapping and risk assessment
- Practical tools to map and prioritise reputational issues

Crisis Communication Systems and Planning

This module covers the organisational systems that you will need in place ready to respond to a crisis.

- Who does what in a crisis? Teams and roles
- Integrating communications with other departments in a crisis
- Crisis escalation protocols
- Coordination with top management and other departments
- Drafting a “Red book” (comprehensive crisis manual)

Communicating in Uncertain Times

This module covers how organisations should communicate with their stakeholders when “business as usual” is disrupted.

- How communication must change in uncertain times
- How to stay ahead of the curve
- How to identify and prioritise your stakeholders (who is listening, and who should be)
- How to define a response (adapting positioning to sensitive situations)
- How to get your message out

FOR WORKSHOP BOOKING AND IN-HOUSE TRAINING CONTACT

+263 776 978 158/ +263 772 812 678/ Tel: 0242 443 124

Email: admin@iprc.co.zw Web: www.iprc.co.zw



Registration Form

Name of Course: _____

REGISTRATION DETAILS	
Company Name	
Postal Address	
Postal Code	
Telephone Number	
Fax number	
Email Address	
City and Country	
Nature of Business	
Training Officer	

Name	Designation	Email Address

Nominees:
Authorisation

This Contract is not valid without a signature.

Name:..... Position:.....

Signature:..... Date:.....

Method of Payment (Please Tick)		Name of Bank: Steward Bank
Direct Deposit. <input type="checkbox"/>	Name of Account: Institute of Public Relations	Branch Name : Eastgate
Electronic Transfer <input type="checkbox"/>	Acc No.: 1009015503	FCA No: 1033341772
Cash Payment <input type="checkbox"/>		

1. Payment Terms: On the return of a registration form, full payment is required within 7 working days. Payment must be received prior to the conference date. IPRCZ reserves the right to refuse entry into the conference or workshop should full payment not have been received prior to this date. Cancellation will be charged under the terms set as below.
2. Cancellations; No Shows & Substitutions: Cancellations received in writing more than 21 days prior to the event conference or workshop to be held carry a 50% of the event fee as cancellation fee. should cancellation 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 dose not constitute cancellation . No shows will be charged the full Registration fees. Cash alternatives will not be offered, however, substitutions at no extra charge are welcome.
3. Alterations to advertised package: IPRCZ reserves the right to alter this programme without notice or penalty and in such situations no refunds or part-refunds or alternative offers will be made. Should IPRCZ permanently cancel an event, for any reason whatsoever, the Client shall be well provided with a credit of the equivalent amount paid towards the cancelled event. In the case of a postponed or cancelled event.
4. In the case of a postponed event no refunds will be made as arrangements for attending on the next event will be considered.
5. For a canceled event IPRCZ will not be responsible for covering airfare, accommodation, or other travel costs incurred by clients
6. Copyright: All intellectual property rights in the materials distributed by IPRCZ in connection with this event are expressly the property of IPRCZ