

WEBINAR

CRISIS

📅 11 March 2021

🎥 Zoom Meeting

COMMUNICATIONS



LEARN HOW

- ▶ Tips to turn any crisis into a PR opportunity.
- ▶ Creating your crisis communication plan by 9 simple steps!
- ▶ Learn from real world crisis case studies.
- ▶ Media and Crisis Communications - How to work with the media pre, during and post crisis.



MODULES



Module 1 : What is Crisis Communications?

Key topics :

- Definition and differentiation between crisis communication and risk management
- Types of corporate crises
- Crisis Detection



Module 2 : Learning from Others (Crisis Communications Case Studies)

Key topics :

- Major corporate crises in Malaysia and around the world
- The Effective and Not so Effective Strategies
- Common Mistakes and Learning from Past
- Case studies : Covid-19 (How organizations globally managed their reputation during the Covid-19 crisis- TNB, TM, Zoom, Air Asia and more)

Module 3 : Developing a Powerful Crisis Communications Plan (CCP)

Key topics :

- 4 Step Process (Plan, Detect, Execute, Evaluate)
- Developing Key Messages, Holding Statements
- Creating a crisis communication team (CCT)
- Crisis categories and assessment tree
- Holding statement templates and scripts for social media/frontliners



SPEAKERS



MANMINDER KAUR DHILLON

MANMINDER KAUR is an award-winning PR practitioner. She is the founder and CEO of Intelectasia. Manminder is Malaysia's top PR trainer, having trained thousands of public relations professionals locally and internationally. Her forte is crisis communications, media relations and on-camera media coaching. She has conducted media training and media coaching for corporate figures from various organisations such as Novartis, UDA Holdings, Khazanah Research Institute, Shell, TM, MaGIC, PDRM, Perbadanan Aset Air Berhad [PAAB] and more. Not a stranger in the local PR scene, Manminder also provides public relations consultancy to billion ringgit conglomerates, GLCs and the private sector. It is no surprise why her insights are often regarded as the best as Manminder combines her background as a journalist (Manminder was with Astro Awani) and PR expertise to give hands-on and strategic media tips to the participants. Manminder holds a Masters in Corporate Communications and won the Marketing Excellence Award in Public Relations (Gold Award).

REGISTRATION FORM

COURSE TITLE : Crisis Communications Webinar

DATES / DAYS : 11 March 2021 (Wednesday)

TIME : 9.15 am - 1.15 pm(Short breaks in between)

FEE STRUCTURE PER PERSON (excluding 6% SST)

Course	Price (RM)	Code
Crisis Communications	750	CC

Closing date for registration : **1 March 2021**

Group Discount (15%) : **3 or more participants from the same organization**

TERMS & CONDITIONS :

- This workshop is HRDF Claimable
- Only one discount applies. Group discounts are not applicable to Early Bird discounts.
- Please contact us if you do not receive a Confirmation letter and Invoice via fax or mail one week before the event.
- Registrants who cancel less than 7 business days prior to the course date are subject to a service charge equals to 50% of the course fee.

PAYMENT METHOD :

- A. If payment by cheque, please make cheque payable to 'Newsroom Solutions Sdn. Bhd.'

Account Name : Newsroom Solutions Sdn. Bhd.

Account Number : 8007 389 334

Bank : CIMB Bank Berhad

Branch : The Curve, Damansara

- B. If payment is via interbank transfer, please fax the receipt to our office with the registration form.

HOW TO REGISTER ?

To make your registration process a breeze, you can choose any of the following methods:

A. ONLINE REGISTRATION

Simply log on to www.intelectasia.com , fill in your details and our training team will be in touch with you within three (3) working days.

B. HARDCOPY

Fill in your details below and Whatsapp the form (take a picture) to +6017-233 3190 and we will take care of the rest.

ORGANIZATION :

ADDRESS :

CONTACT PERSON :

DESIGNATION :

PHONE :

FAX :

EMAIL :

PARTICIPANT(S) :

Name :

Designation :

Email :

PARTICIPANT(S) :

Name :

Designation :

Email :

PARTICIPANT(S) :

Name :

Designation :

Email :

PARTICIPANT(S) :

Name :

Designation :

Email :

If you are interested in our courses and wish to enquire additional information or have any questions , please contact us :


 www.intelectasia.com


 enquiry@intelectasia.com

 facebook.com/intelectasia

 twitter.com/intelectasia

 youtube.com/IntelectasiaPR

 SO 21-3A, The Strata office, Menara 1, KL Eco City,
Jalan Bangsar 59200 Kuala Lumpur

 +(603) 2201 9377/9477/9577