

THEME : AI + PR

AI-INTEGRATED CRISIS COMMUNICATIONS

Anticipate, Manage & Transform Crises

Crisis Response

AI Monitoring

Real-Time Strategy

Brand Protection



AI-INTEGRATED CRISIS COMMUNICATIONS

OBJECTIVE

Develop the ability to anticipate, manage, and turn crises into opportunities using AI-driven monitoring, response, and messaging strategies.

TARGET AUDIENCE

PR and Communications professionals, Corporate Affairs and Media Relations teams, Marketing and Brand Managers, Government and GLC Communications officers, Startup founders and entrepreneurs, Agency PR executives and consultants, anyone looking to integrate AI into their public relations practice.

9:00 - 9:15 AM

The Crisis Playbook: Spotting Trouble Before It Hits

- Recognising the difference between a crisis and an issue.
- Identifying early warning signs before they escalate.
- Conducting basic risk analysis to gauge potential impact.

9:15 - 10:45 AM

Creating a Sure-Win Crisis Communication Plan (CCP) in the AI Era

- Framework for building a robust, actionable CCP.
- Integrating AI-driven monitoring and real-time alerts.
- Aligning response strategies with brand values.

COFFEE BREAK

11:00 AM - 12:30 PM

Messaging, Narratives & Turning a Crisis into a PR Opportunity

- Developing narratives that position your brand positively (Holding statements, press releases for crisis).
- Negative Mentions Crisis: Optimise AI tools to detect and balance transparency with message control to protect the brand and sustain credibility.

LUNCH BREAK

1:30 - 3:00 PM

Crisis Case Files: Lessons from Real-World Disasters

- Crisis Case Studies for PR Pros: MH370, COVID-19, viral social media crisis and more.
- The 3Rs + 1P of Crisis and How to Avoid Them (Race, Religion, Royalty & Politics).
- 5 Key Lessons and opportunities for PR Pros.
- Transforming key lessons into concise, ready-to-deploy crisis comms strategies.

COFFEE BREAK

3:15 - 4:15 PM

Crisis Response Drill: AI-Powered Decisions Under Pressure

- Coordinated response creation under time pressure.
- Leveraging AI dashboards for decision-making.
- Refining messages based on live sentiment data.

4:15 - 5:00 PM

Fireside Chat: Crisis Commanders on AI, Strategy & Survival

- Brand leaders share real-world crisis communications experiences.