

	<b>HUA HIN BUSINESS NETWORK</b> <b>CRISIS COMMUNICATION MANAGEMENT WORKSHOP</b>
<b>Date : Friday 16th September 2016 at Amari Hua Hin</b>	
<b>Theme : Protecting the assets and the reputation of the Hua Hin Business Network members</b> <b>Facilitator - Mr. Bert van Walbeek</b>	
08:00 - 08:55	Registration
9:00	Wellcome Speech by HHBN Club Vice- President, Mr. Brian Anderson
09:15 - 09:45	Session 1 <b>Contemporary Crisis Communication challenges</b> Leadership, partnerships and responsibilities Crisis Communication internal and external The media during a crisis, your enemy or your friend ?
09:45 - 10:30	Session 2 <b>Staying ahead of potential crises instead of hoping it won't happen</b> Reduction, Readiness, Response and Recovery strategies Family liaison, the victims, relatives and the media Comprehending and applying the 7 dimensions of Crisis Management
10:30 - 10:45 Stretch legs break	
10:45 - 11:15	Session 3 <b>The 10 steps towards effective crisis communication</b> Managing the press, and social media, instantly and professionally Your attitude towards the media and their roles and responsibilities Handling rumors and managing perceptions
11:15 - 12:30	Session 4 <b>Group discussions : Managing Crisis Communication</b> <b>Groups of participants to study, and then debate, past occurrences of good and bad crisis communication by several Fortune 500 companies</b>
Luncheon at TBA	
13:30 - 14:15	Session 5 <b>Recovery Communication before, during and after difficult times</b> The 12 principles of crisis communication Mind over market, value before price Developing a " #-60 @ second " social media response strategy
14:15 - 14:45	Session 6 <b>Creating a crisis communication plan</b> It's not over when it's over ! First 4 steps : monitor, read, check and keep up-to-date Next 5 steps : encourage, marshal, examine, pay attention and filter
14:45 - 15:00 : Stretch legs break	
14:50 - 16:30	Session 7 <b>Simulation of a simple reputation &amp; communication scenario</b> <b>The lost safe deposit key(s) and the " missing " credit card !</b>
16:30 - 17:00	Session 8 <b>A reputation build over 20 years, can be lost in 20 minutes</b> A good reputation is more valuable than money Develop recommendations and action plans Becoming Masters of Disaster and thus protect the reputation of the tourism industry
17:00	Closing Remarks by
Please note that during the preparation content changes for the better might occur	