

Crisis Communication Management Workshop

Protecting the assets and the reputation of the HHBN organizations

Effective communications during crisis management can make the difference between quickly resolving the situation or it becoming a nightmare.

This one-day seminar (in English) is directed to those members of the Hua Hin Business Network Club and to others, who accept the responsibility for the safety and security of their customers, staff and assets, as well as recognize the shared liability towards the reputation of their company !



There are many principles of good communications, and participants will learn about these paradigms which can help them to take charge of the next crisis.

- Designate a single point of contact for the press, but have a backup.
- The " boss " isn't usually the right person to be the spokesperson.
- Appoint a crisis leader with a backup.
- Have a crisis communications plan.
- Practice your crisis communications plan.
- Have tools in place to monitor the news media and social media.
- Have a central place where employees can go for the latest information.
- Be forthcoming, don't lie or spin the truth.
- Have emergency boilerplate language for the early moments of the crisis.
- Have counter-measures ready if you need to respond to wide-spread rumors.
- Social media needs its own crisis communications plan.
- Prepare for the unexpected, it takes years to build up a reputation,
it can take minutes to destroy it !

Sample crisis communication case studies will be discussed and a sample simulation exercise of a crisis communication scenario will be demonstrated.

Partakers will find out how to craft specific plans for foreseeable types of crises, as well as generic plans for broad communication categories of unpredictable crises.

They will be taught that while the exact details of each individual crisis situation will obviously vary, determining factors like who's in charge, where to go, which numbers to call or what to use as backups in advance will save valuable time when a real unpredictable crisis does occur.

Members of the Hua Hin Business Network community all face similar challenges and thus will mutually benefit from this workshop by having their representatives participate :



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| ➤ Managing Directors | ➤ Marketing Communicators |
| ➤ General Managers | ➤ Safety & Security Executives |
| ➤ Operational Executives | ➤ Association Executives |
| ➤ Marketing & Sales Executives | ➤ Governmental Officials |

The simple fact is: perception is reality. Public perception of your organization's considerate behavior and caring communication to a crisis is as important as your operating response.

Crisis Communication, as the saying goes : " It ain't over until it's over. "