Public Sector Crisis Management and Communications

Faculty Director

Donald Steel
Crisis Partner, Jericho Chambers, London
Associate Director, Crisis Communications at Kenyon International Emergency Services
Director, Public Relations London Limited

- Distinguished Expert and internationally renowned thought leader in reputation and crisis management
- Chief Media Spokesperson at BBC for 11 years, spearheading the most groundbreaking news stories of the past decade
- Appointed as Guest Lecturer on Crisis Communications at the London School of Economics, University of Westminster, Royal Society of Arts, BBC Academy, and President Ivanov’s School for young leaders in Macedonia (a project personally supervised by the President)
- Highly-sought-after trainer and advisor on Reputation and Crisis management in the UK, Asia Pacific, Europe, and Middle East

Guest Speaker

Tina Di Cicco

- Leading Crisis and Reputation Management with more than 20 years of professional experience Advised and consulted major companies including Lufthansa, Viva Macau and IHG on crisis communication and reputation management
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- Highly-sought-after trainer and advisor on Reputation and Crisis management in the UK, Asia Pacific, Europe, and Middle East

Donald Steel is a highly acclaimed and internationally renowned specialist in reputation and crisis management. He was the Chief Media Spokesman at BBC for 11 years, where, he spearheaded some of the biggest international media stories of the last decade such as the murder of Britain’s most popular TV presenter Jill Dando, an Irish terrorist bomb attack on BBC Television Centre in London, the Hutton Inquiry into the death of the UK Government weapons inspector, as well as kidnappings and serious international editorial, political and diplomatic issues. After which, he started working with individual, corporate and government clients in London, Europe, the Balkans, the Middle East and Asia Pacific, where he is highly demanded as an international speaker, advisor and trainer on reputation and crisis management.

He is an Associate Director of Crisis Communications at Kenyon International Emergency Services, the world leader in supporting organizations, who needs to plan for or respond to crises involving large scale injury or loss of human life. Kenyon’s subscribers include many of the world’s leading airlines, cruise companies, hotel groups, governments, police and local authorities. He is also a Director of Johnston Associates, a leading aviation PR company, based at London Heathrow and has just been appointed a Crisis Partner at Jericho Chambers, London.

He was appointed as a guest lecturer on crisis communications at the London School of Economics and at the China Media Centre of the University of Westminster. He was also elected a Fellow of the Royal Society of Arts in 2008 and in 2010 the BBC Academy, Europe’s largest broadcasting training facility, which made him the first Associate Fellow. He was asked to present the keynote address at the global conference of anti-corruption authorities in Hong Kong, where he addressed the possibilities of harnessing video and social media in the fight against corruption. He recently returned from teaching crisis communications at President Ivanov’s School for Young Leaders in Macedonia, a project personally supervised by the President.
Public Sector Crisis Management and Communications

GUEST SPEAKER

Tina Di Cicco

- Leading Crisis and Reputation Management with more than 20 years of professional experience Advised and consulted major companies including Lufthansa, Viva Macau and IHG on crisis communication and reputation management

Tina Di Cicco has, for more than two decades, been in the forefront of managing brands and reputation for start-ups and blue-chip companies, in travel and technology, in Asia Pacific. While building brands and enhancing company image is her mandate, Tina has led crisis and reputation management as integral parts of her communication function in companies like Lufthansa, Viva Macau and IHG. Tina also co-founded a company that pioneered broadband connectivity in hotel rooms in Asia and Europe; and built the portals and communities that supported it. She was one of the pioneers in Hong Kong to successfully use social media in the hospitality industry; and to generate revenue from this new media, which was commercially relevant during the 2008 financial crisis.

Tina ran the branding and has launched strategies behind some of Asia’s early internet and travel success stories. She now advises leading brands in their communications and media programs.

EXECUTIVE SUMMARY

Program: Public Sector Crisis Management and Communications
Dates: 2 – 3 October 2014
Location: Hyatt Hotel Canberra, Australia

Early Bird 1 (Register & pay by 7 August 2014): AUD2,950
Early Bird 2 (Register & pay by 4 September 2014): AUD3,150
Regular Tuition Fee: AUD3,250

Group discount of 10% for 2nd participants from the same organization
For limited time only by 4 September 2014, registration for 3 participants, the 4th participant will receive a complimentary seat (one discount scheme apply).

Program Essence:

Organizations in the public sector, due to the breadth, importance and profile of their responsibilities, are at high risk of facing a crisis. Whether it is a failure of transportation services, health pandemic threats, missing planes, or decisions that may cause public protests, a crisis can often cause significant damages to an organization’s reputation and public standing. Therefore, it is crucial to have a coordinated approach to crisis and communication management which will help organizations effectively identify and anticipate potential issues, prevent crisis from developing and to influence an outcome. Designed for executives in the public sector, this 2-day interactive and comprehensive program will focus on the most compelling crisis management challenges faced by the public sector today.

Led by Donald Steel, a renowned speaker in reputation and crisis management, this program will equip you with a deep understanding of strategic crisis management and communication protocols as well as how to establish effective media relations. At the end of 2 days, you will be armed with the skills to insure your organization against reputational shocks or damages and emerge from any crisis with an enhanced image.
Program Details

PROGRAM OVERVIEW

The Public Sector is faced with an unrelenting expansion of communication media. Planning ahead and protecting citizens from risk is becoming ever more demanding. Pandemics, political scandals, terrorist attacks, and the disruption of essential services are but some of the unpredictable events that have left public sector looking vulnerable and unprepared. These events show how rapidly crisis can develop and how important it is for public sector to manage their crisis and communication protocol efficiently and effectively, in order to avoid a collapse of trust in their ability to govern.

In this comprehensive and interactive two-day executive program, you will gain a two-pronged approach in dealing with crisis situations: development of a crisis management framework, and effective communication skills to minimize any adverse situation. This program will also cover the role that social media has on crisis communications and give you the opportunity to formulate a social media strategy. Using a diverse range of prominent local and international case studies, our expert trainers will explore both successful and poorly managed crisis management encounters to highlight the common mistakes as well as glean the best practices in crisis management and communications. In addition, post-crisis reputation preserving and trust rebuilding strategies will also be explored.

At the end of the program, you will leave with renewed confidence in your ability to pre-empt crisis situations and effectively manage them when they do arise. You will be fully equipped with strategies and best practices in salvaging your company’s reputation and emerge from any crisis with an enhanced image.

HOW WILL YOU BENEFIT

- Be able to detect early warning signs for a crisis, manage, and minimize the damages
- Learn how to structure a robust and effective crisis management and communication plan
- Understand the process of managing and communicating efficiently with diverse stakeholders in times of complex crisis
- Choosing the right messaging channels
- Learn how to communicate when information is scarce
- Enhance your skills in dealing with aggressive media interviews
- Find out how to craft powerful key messages and take full control of the media interviews
- Understand how to leverage social media for effective crisis and communication management
- Learn how to rebuild trust and reputation post crisis

WHO WILL BENEFIT THE MOST

Managers, in middle or senior management or equivalent:

- Corporate Communications
- Executives who have responsibility for high risk areas
- Executives in smaller agencies without dedicated PR support
- NGO staff or Third Sector groups delivering publicly funded services
- Crisis and Issues management officers
- Community and Youth Engagement
- Public and Government Relations
- Crisis/Contingency/Emergency
- Business Continuity Manager
- Stakeholder Relations
- Planning Advisor/Manager
- Social/New media
- Emergency Response
- Business Resiliency
- Risk Managers
DAY ONE

The first hour (Crisis simulation)
• Establishing the facts
• Communicating rapidly in a public organization
• The unbreakable crisis statements rule and keeping statements simple
• Focusing on local and thinking global
• The importance of trust
• Apology versus regret

Case study: The lesson from Oslo - we never speculate
Exercise: Writing the first crisis statement

The first media interview (Crisis simulation)
• The importance of key messages
• Dealing with aggressive interviews
• Taking full control of the media interview
• Assessing who should give interviews
• Avoiding spontaneous remarks
• Preparing executives and elected officials

Case study: Telling the truth
Exercise: Giving the first crisis interview

Messaging in a crisis (interactive exercise)
• Reassuring the public through messages
• Exerting control
• Targeting messages
• Balancing the needs of stakeholders with the need to keep it simple
• Choosing messaging channels

Analysis: How Singapore used multiple messages effectively in an outbreak of disorder

The characteristics of a crisis
• The triggers for activation of the plan
• Is a crisis always sudden and unexpected?
• Identifying risks through the risk register
• Managing effective response through crisis classification
• Preventing a crisis through effective issue management

Case study: BBC

The press conference (Crisis simulation)
• Effective preparation
• Exerting control and showing leadership
• Organizing the location correctly
• Having an entrance and exit strategy
• Your agenda versus the journalists’ agenda

Case study: National Transportation Safety Board
Exercise: Press Conference
DAY TWO

The social media revolution
- Social media as an early warning system
- Ensuring your crisis plan reflects the need for speed
- The perils of communicating too quickly
- Which channels should you use
- Preparing for a crisis on social media

Case study: An emergency for Asiana Airlines in San Francisco

Using social media to communicate with the public
- Organizing your social media team in a crisis
- Choosing the right channels
- Integrating your messages in all communications
- The social media pitfalls in a crisis
- Staying out of other people’s problems

Case studies: - An outbreak of civil disorder across English cities - the Police
- The Boston Marathon and the example set by the Boston Police

Exercise: Social media breaks a story

The crisis plan
- Is your crisis plan short enough?
- A crisis plan template
- The fundamentals of a crisis plan and how to structure it
- Engaging your top executives and elected officials in the plan
- Integrating the crisis plan with other partners
- Ensuring you can marshal sufficient support in a crisis - ideas

Exercise: A crisis template - starting from scratch

Post crisis
- Rebuilding trust
- Reputation management strategies
- Learning lessons from a crisis
- Recovering from a Crisis
- The long tail of a crisis

Major crisis desktop simulation exercise
Delegates are invited to reinforce the learning of the course by working in teams on a very serious emergency for a public body and record decisions as this emergency develops
- Practicing rapid response
- Differentiating between facts and assumptions
- Responding with limited resources
- Integrating mainstream and social media
- Dealing with speculation
- Reducing the circle of alarm
PUBLIC SECTOR CRISIS MANAGEMENT AND COMMUNICATIONS
2 – 3 October 2014 | Hyatt Hotel Canberra, Australia

REGISTRATION PAGE

Booking Contact (Approving Manager) Mr/Mrs/Ms:_________________________
Job Title:_________________________ Department:_________________________
Telephone:_________________________ Fax:_________________________
Email:_____________________________________ Date of Birth:______________
Organization:_________________________________ Address:_________________________________
Postal Code:_________________________

I would like to receive more information on hotel accommodation using Clariden Global corporate rate.

Please Register the following participant(s) for this Program:
1st Participant Name (Mr/Mrs/Ms):________________________
Job Title:_________________________ Department:_________________________
Telephone:_________________________ Fax:_________________________
Email:_____________________________________ Date of Birth:______________
2nd Participant Name (Mr/Mrs/Ms):________________________
Job Title:_________________________ Department:_________________________
Telephone:_________________________ Fax:_________________________
Email:_____________________________________ Date of Birth:______________
3rd Participant Name (Mr/Mrs/Ms):________________________
Job Title:_________________________ Department:_________________________
Telephone:_________________________ Fax:_________________________
Email:_____________________________________ Date of Birth:______________
4th Participant Name (Mr/Mrs/Ms):________________________
Job Title:_________________________ Department:_________________________
Telephone:_________________________ Fax:_________________________
Email:_____________________________________ Date of Birth:______________

PROGRAM FEES

□ 1ST EARLY BIRD FEE: AUD2950
(Registration and payment must be received by 7 August 2014)

□ 2ND EARLY BIRD FEE: AUD3,150
(Registration and payment must be received by 4 September 2014)

□ REGULAR FEE: AUD3,250

□ GROUP DISCOUNT: For 2 registrations from the same company and billing source, the 2nd participant enjoys a 10% discount.

For registrations before 4 September 2014 and for 3 or more participants, the 4th participant will receive a complimentary seat.

Important Notice: Payments are required with registration and must be received prior to the Course to guarantee your place.

PAYMENT METHODS

BY CHEQUE / BANK DRAFT:
Made payable to CLARIDEN GLOBAL INTERNATIONAL LIMITED and mail to: 3 International Business Park, #04-29, Nordic European Centre, Singapore 609927.

BY TELEGRAPHIC TRANSFER TO:
Bank Name: Standard Chartered Bank
Bank Code: 7144
Bank Branch Code: 001
Bank Address: 6 Battery Road, #01-01 Singapore 049909
Bank Account No: 0107775042
Bank Account name: CLARIDEN GLOBAL INTERNATIONAL LIMITED
SWIFT Code: SCBLSG22

Please note that all bank charges are to be borne by participants. Please ensure Clariden Global International Limited receives the full invoiced amount.

Note: Please include invoice number on all payment types and your company's name in your payment instructions for our reference.

CREDIT CARD:
To make payment by credit card, please call our client services hotline at +61 3 9909 7310.

4 WAYS TO REGISTER

Email: admissions@claridenglobal.com
Fax: +61 3 9909 7788
Call: +61 3 9909 7310
Website: www.claridenglobal.com

DATE AND LOCATION

This executive program will be held at:
Hyatt Hotel Canberra, Australia
2 – 3 October 2014
120 Commonwealth Avenue
Canberra, Australian Capital Territory, Australia, 2600
Tel: +61 2 6270 1234
Fax: +61 2 6273 0633
Website: http://canberra.park.hyatt.com/en/hotel/home.html

The fee for this two-day executive program includes all written materials, lunch and refreshments.

HOW TO REGISTER AND PAY

An invoice and registration confirmation will be sent within 7 days, please contact us if you have not heard from us within 7 days. Payment can be made by credit card, by bank transfer or by cheque made payable to “Clariden Global International Limited”.

ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.

ACCOMMODATION

Accommodation is not included in the program fee but you will be entitled to use our corporate rate for your accommodation. Information will be sent along with your registration confirmation.

SPONSORSHIP

INTERESTED IN PROMOTING YOUR ORGANIZATION TO OUR PARTICIPANTS
For more information on sponsorship, tabletop displays & insert opportunities, please contact us at +61 3 9909 7310.

CANCELLATIONS AND SUBSTITUTIONS

Once we have received your booking, the place(s) are confirmed. No refunds will be made for any cancellations, however, program credits of equivalent value only applicable for Clariden Global events will be provided. Credits can only be redeemed for 1 program and is valid for only one (1) year from date of issue.

Substitution with a qualified candidate is allowed by providing at least 5 working days of advance notice to Clariden Global. One time substitution is allowed with no charges. Subsequent substitutions will be charged 10% admin fee.

ALL CANCELLATIONS MUST BE RECEIVED IN WRITTEN FORM

PLEASE NOTE: Clariden Global International Limited reserves the right to change the date and time of the programme, the speakers and the date and venue due to reasons beyond their control. If in the unlikely event that the course is cancelled, Clariden Global International Limited will refund the full amount and disclaim any further liability.

ENQUIRIES: If you have any queries about registration or payment please do not hesitate to contact our client services department on +61 3 9909 7310.

PRIVATE DISCLOSURE STATEMENT: Any information provided by you in relation to this event is being collected by Clariden Global International Limited and will be held in the strictest confidence. It will be added to our database for the primary purpose of providing you with information about future events and services.

Visit us at www.claridenglobal.com for upcoming events

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