

NEW CRISIS MANAGEMENT TRAINING PROGRAMME SHOWS EXECS HOW TO PUT OUT FIRES

The Crisis Communications Consultancy has launched a series of six specialised crisis management training courses aimed at mid- to senior management in all types of companies and organisations, as well as individuals or departments who work in the following areas: sales, marketing and corporate communications, manufacturing and brand management, business continuity, strategy and risk management.

Further details on the courses are available on the Crisis Communications Consultancy website www.crisiscomms.com

"From the results of our crisis research for the second quarter of 2006 it is apparent that effective crisis management training and skills development are sorely needed in the local market," says Evan Bloom, MD of the Crisis Communications Consultancy. "For example, during this period 40 various crises occurred, of which a staggering 82,5% had their origins inside companies and organisations and 17,5% outside. Management were responsible for nearly 70% of all crises during this period, with employees accountable for just over 30%."

Proactive communication and planning are vital during the events leading up to a crisis, and during the crisis period itself. "Many journalists will attest that a company spokesperson was either not available or refused to comment. This is indicative of the fact that companies are not crisis-ready and do not know how to handle the media," Bloom adds.

THE COURSES INCLUDE:

1. Crisis management and planning

Effective crisis management is built on sound crisis planning. This training course teaches delegates how to identify where their business or organisation is at risk, what issues and scenarios they will face and how to put together a solid but easy to roll out PR crisis plan.

2. Crisis communications and media relations

During a crisis, the media are often seen as the enemy. On conclusion of this course, delegates will know how the media operates in a crisis, how to proactively work with the media during a crisis, and how to communicate through the media to reach all key audiences and stakeholders. A cameraman is also brought in for interactive media training for smaller groups.

3. Integrated crisis and media management

this in-depth course is a combination of the crisis management and planning and crisis communications and media relations courses. It provides attendees with a 360-degree view of crisis and media management.

4. Executive crisis management

designed for executives who are pressed for time, this course provides key decision-makers with a high-level overview of crisis management and communications. It also equips executives with the knowledge to manage a crisis and to oversee their company's crisis team for the duration of the crisis.

5. Bespoke crisis management training

this is a crisis management training course that is designed and specifically tailored for a company on request. It focuses on the particular company, the daily threats it faces, its environment and its key media audience.

6. One-on-one crisis management training

this is a coaching course which provides one-on-one training on any of the above topics.

"These training programmes are the first of a series of new solutions that the Crisis Communications Consultancy will be introducing into the local market over the next few months," concludes Bloom.

Further media information:

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