



Kingswell

Implementing Successful Crisis & Reputation Management

Preparing for all eventualities – Gain a thorough insight into planning for crisis, brand and reputation management

A specialist workshop adapted and targeted for all managers who could face crisis situations on behalf of their organisations, with particular emphasis on brand and reputation management.

Designing A Successful Crisis Response & Reputational Management Strategy

- Discover a methodical & practical approach to identifying why and when crisis appear in your organization and the consequences of the crisis
- Learn how to develop a more holistic crisis contingency plans and the right approach to manage crisis which can be applied to all industries
- Understand the various techniques and time frame to help you manage crisis smarter before, during and after the crisis
- Leverage your organization's current processes/rules to help you to be prepared and ready
- Gain insights into scenarios where organizations buy-in as one of the success factors in mitigating crisis
- Formulate effective strategies and time taken to mitigate crisis
- Achieve a state of crisis preparedness
- Learn how to deal with all the media and get their buy-in to your crisis press releases
- Develop a better understanding on crisis response in place at the local, regional, state and national level.
- Discover methodology that allows your spoke persons to deliver messages using their own unique personality: improve credibility and confidence in talking to the media.
- Establish effective internal and external communications
- Discover the most applicable strategies to build your brand in times of crisis.
- Learn how to minimize the business impact and financial damage to the brand's name.
- Discover the most applicable reputational risk protection strategies which can be applied to almost all industries.
- Learn how to further develop and design a more holistic Reputational Risk Protection Framework

Learn Best Practice from Exercises, Case Studies and Videos

Delegates will receive
FREE!
Crisis Management
Framework™

Three-Day Interactive Seminar

Designing A Successful Crisis Management Strategy

Crisis Management is part of good governance. Don't let a crisis manage your company, but learn how to design a strategy and build the team that can successfully manage the crisis. In this seminar the latest standards in the field will be reviewed and new and innovative techniques will be demonstrated. You will systematically learn and practice ways to create, train and exercise a crisis management team (CMT) in your organisation. You will be able to:

- Understand the Anatomy of a Crisis
- Develop effective Crisis Management Strategies and Crisis Mitigation Plans
- Create effective media and communications skills
- Protect your brand and reputation
- Build and implement a complete Reputational Risk Management Framework

Introduction And Workshop Objectives

Anatomy and Types of Crisis

- Crisis Analysis: classification of Crisis
- Reasons for Crisis
- How Crisis evolves: current, emerging and dormant
- Physical crisis
- Environment crisis
- Product counterfeiting / contamination / recall
- Reputation crisis
- Crisis Impact Assessment

Case Study - A Real-Life Crisis

Crisis Management Team (CMT) Selection

- Build enthusiasm for crisis management through awareness
- Make each executive want to be part of the team
- Work within the executive ranks to select the best team

Siting, Selection And Outfitting The Emergency Management Centre (EMC)

- What to look for in a good EMC and what to avoid
- How fancy does an EMC have to be?
- The EMC in a box
- The virtual EMC
- Executive and EMC security during a crisis

Real-life Scenario Exercise - Crisis Management, Incident Control And Communication

Developing Effective Crisis Management Strategies

- Developing accurate guiding principles and processes for effective crisis preparedness
- Recognize the opportunities for converting catastrophic events into manageable situations
- Strategies to deal with crisis quickly (before, during and after the crisis)
- The Golden Hours: Managing the first hours after the crisis breaks before key stakeholders and the public learn of it from the media

- The importance of pre and post crisis management strategies
- Crisis recovery strategies and development

Building Optimal Crisis Mitigation Plans

- Appropriate action to mitigate crisis before it becomes an issue
- Strategies to prepare for the unexpected crisis that may arise / Techniques to achieve a state of crisis preparedness
- Timeframe taken to mitigate crisis

Coordination With Public Authorities

- Example of national arrangements for responding to a disaster
- International response to a disaster

Case Study / Scenario Exercise: Developing Crisis Management Plans

Developing Effective, Quick and Practical Media and Communication Skills

- Learn how the media work and how to work with media
- Strategies to communicate to the media (traditional and new), stakeholders and the public
- Handling fast communications on the internet: New media - bloggers, cellphone and Google journalists
- Convincing stakeholders that your company can be trusted
- Training communicators (director / spokespersons) to get them quoted accurately and get the message across
- Rebuilding the confidence and trust among employees by effective communications

Brand Building: Strategies in times of crisis

- Techniques to recapture brand and reputation value for your organization
- Strategies to build brand's name - before, during and after crisis - that will build corporate brand identity, renew public trust and renew stakeholder value

- Develop a plan to minimize disruption and damage to the brand

Strategies to build and implement a complete reputational risk protection framework

- Tools and methods to establish and improve on a more holistic reputational risk protection strategies which can be applied to almost all industries

- Building a comprehensive Reputational Risk Protection Framework and Design.

Crisis Management Plan Testing And Audit

- How to review the plan
- Plan audit
- How to develop, run and manage an exercise

Case Study: Training And Exercising

Introducing Your Expert Seminar Leader

Andrew Hiles

Andrew Hiles, BA, FBCI, MBCS, MIMIS, has some 25 years business experience ranging through administration, systems analysis and design, operations, project management, business process reengineering, business analysis and consultancy to crisis management and business continuity planning.

He was founder and Chairman of the first international user group for business continuity and disaster recovery. Andrew was also founding Director and is a Fellow of the Business Continuity Institute, the business continuity world's international professional association, and a founder of the World Food Safety Organisation. He is an adviser to the Continuity Forum and to Contingency Planning and Management magazine. In 2004 he was inducted to the BC Hall of Fame in Washington DC.

Andrew is a Director of Kingswell International consultants, who specialise in Enterprise Risk Management. Activities include crisis management, risk and impact assessment, business continuity planning and disaster recovery planning. Clients include major blue chip companies and smaller, dynamic organisations both in the private and public sectors around the world.

Andrew is a published writer and international speaker on business continuity and contingency planning. He is the author of:

- *Business Continuity Management – Best Practice* ISBN 0-9641648-3-3. and *Enterprise Risk Assessment and Business Impact Analysis – Best Practices* ISBN 1-931332-12-6. The first book explicitly covers all the ten areas of business continuity competence required for membership of the Disaster Recovery Institute International (DRII) and the Business Continuity Institute (BCI) and the book is endorsed by both bodies. Both are published by Rothstein Associates www.rothstein.com.
- *Guide to Risk Management*, published by the Institute of Chartered Accountants of England and Wales.
- He is also the editor and main contributor to *The Definitive Handbook of Business Continuity Management, 2nd Edition*, ISBN 078-0-4750-51638-6 (HB) published by Wiley & Sons Limited
- Andrew also contributed to the Confederation of British Industry's *Business Guide to Business Continuity Handbook*. He has had some 250 articles published on the subject.

Andrew's books are required or referenced reading at universities across the USA, Canada, Europe and the Middle East.