



# CRISIS COMMUNICATIONS IN THE DIGITAL AGE

## *Laying the foundation to effective crisis communications in today's digital landscape*

26 September 2017 | The Theatre, Bursa Malaysia  
2:30 pm to 5:00 pm

### TOPIC OUTLINE

The realisation that 'anything can happen' has prompted many organisations to think, if not, re-think crisis communications. This is rightfully so as corporate reputations now hinge on real-time responses thanks to today's ever-changing media landscape. In view of this, organisations must begin to pro-actively lay the foundations of crisis communications, going beyond policies and processes.

This presentation aims to provide an overview of the current media landscape in relation to crisis communications. The speaker, via case studies and personal experiences, will also share his insights into strategies that work, and some that don't, when it comes to prepping for a crisis. All in all, the presentation intends to highlight the fact that each and everyone in a corporate organisation has a role to play in times of crisis.

### THE SPEAKER

**Michael Poh, Executive Director**  
**Acendus Communications Sdn Bhd**

Michael is the principal and manager of a public relations agency and a digital communications agency. With close to 18 years of consultancy experience, Michael has strategised and executed corporate, financial and marketing communications campaigns for a broad range of clients, from multinationals to government linked entities, public listed companies to sole proprietorships.

Leveraging on his diverse exposure to sectors such as property, consumer electronics, FMCG, F&B, automotive, financial, gaming, defense and the capital markets, as well as his in-depth understanding of communications platforms and the media landscape, Michael continues to create solutions that are innovative yet executable.

Michael is also well-versed in crisis management, having counselled and executed reputation management initiatives for a multitude of issues ranging from general customer service complaints to serious industry incidents. Always the one to NOT shy away from new ideas, Michael has a Bachelor of Business Administration with Distinction from the Michael F. Price School of Business, University of Oklahoma, USA. Go Sooners!

#### Who should attend:

- ❖ Board of Directors and Senior Management
- ❖ Head of Corporate Comms and Corporate Comms Personnel
- ❖ Head of IR and IROs
- ❖ Company Secretary

### PROGRAMME OUTLINE

2:00pm	Registration
2:30pm	<b>Part 1:</b> ❖ Crisis Communications in the Digital Landscape
3:45pm	<b>Coffee break</b>
4:00pm	<b>Part 2:</b> ❖ Managing a Crisis ❖ Case Studies & Learnings
5:00pm	<b>End of Seminar</b> ❖ Q & A

### PROGRAMME DETAILS

Date	Tuesday, 26 <sup>th</sup> September 2017
Venue	<b>The Theatre</b> Lower Ground Floor Bursa Malaysia Berhad Exchange Square, Bukit Kewangan 50200 Kuala Lumpur
Fee	<b>RM400* for MIRA members</b> <b>RM600 for non-members</b> *redeemable via MIRA vouchers <b>*FREE for MEP Participants</b>

### "Notes and Refreshments Included"

### REGISTRATION

Click here to download the [registration form](#).

For further details, please contact :  
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Closing date for registration:  
**Thursday, 21 September 2017**