

Crisis Management Readiness – Post Pandemic

30 March 2021 (Tuesday) | 9:00 a.m – 1:00 p.m

Effective crisis management and communication is an integral part of business management strategy; without which, it is like knowing the diagnosis of a disease but not the cure for it! A company that has a crisis management plan but is unable to communicate effectively risks reputation to its brand and be misunderstood by its internal and external stakeholders which may have dire consequences.

Notwithstanding a sure-proof crisis management plan or an effective communication strategy, some companies fail as well because of situations beyond their control. Sometimes, it requires a total reset, relook and remodel of the company's strategies to stay afloat and start from ground zero.

Usually a company has a boon-to-bust business cycle and this may last quite long time. However, the pandemic has quickened the cycle and to stay relevant, the company has to stay nimble, adaptive and learn from some others that have weathered the storm.

At the conclusion, participants will know:

- What does it take to communicate effectively in the event of a crisis
- Post pandemic enhancement of crisis management and navigation by learning from some successful companies.
- Ability to identify winning crisis management strategies and emerge stronger post pandemic
- Rethink, relook and reset mindset is required to stay relevant

WHO SHOULD ATTEND

Company Directors, Management, Investor Relations practitioners and industry professionals. And anyone who wants real-world applications or may find the programme useful.

REGISTRATION

(RM350 for MIRA members – redeemable via MIRA vouchers); (RM550 for non-MIRA members)

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

Closing date for registration: **Friday, 26th March 2021**

PROGRAMME OUTLINE

9:00am	Understanding crisis management and communication
9.20am	Crisis management and communication structure
10:00am	Deep dive into some companies' communication strategies
11:00am	Break
11.15pm	Post pandemic crisis management - what shape and form - reset, relook and reinvent
11:45pm	Case study Q&A
1:00pm	End of Session

SPEAKER - Josh Toh



Mr Toh is a Legal, Risk, Strategy & Compliance veteran. He has advised, overseen and assisted in global and regional initiatives. He has worked in MNCs, financial institutions and local outfits including dealings with regulators of different countries.

Prior to going corporate, he was a lawyer in Singapore practice spanning a wide ranging areas like corporate, civil, financial and property law. He is also a highly sought after speaker for institutions and associations in property, financial and risk management topics.

Mr. Toh holds a 2nd Class Upper LLB Honours from National University of Singapore.

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