

CRISIS MANAGEMENT : EFFECTIVE CORPORATE COMMUNICATION

30 May 2019 (Thursday) | The Theatre, Bursa Malaysia, Kuala Lumpur | 9:00 a.m

When a crisis strikes, there is not a moment to lose. Instant response, quick action become the order of the day, more so from public listed companies as transparency, integrity and higher standards of accountability are expected. With the onset pervasiveness of social media and citizen journalism, public listed companies can no longer ignore even seemingly trivial issues which have the potential to escalate into a full-blown crisis within hours. Communicating effectively to contain potential damage to brand and reputation has become even more crucial in today's hyper-connected world. But how to do it fast and particularly turning it into an opportunity?

LEARNING OUTCOMES:

- ❖ Understand the thought process in managing a crisis
- ❖ Preparing and planning communication infrastructure
- ❖ Learn how to apply the golden rules of crisis communications and issues management ie. preparedness, assessment, respond/recovery and mitigation

PROGRAMME OUTLINE

8:30am Registration

9:00am What is A Crisis and Assessment of A Crisis

9:30am Preparing for A Crisis. Building Communications Infrastructure

10:00am Coffee Break

10:30am When Crisis Strikes. The Reality

11:30am After the Crisis. Turning Crisis into Opportunity

12:00am Q & A

1:00pm End Of Session

WHO SHOULD ATTEND

C-Suites, Head of Investor Relations, Head of Corporate Communications & Corporate Affairs, Directors of Stakeholders Management, Project Directors

SPEAKER – IVLYNN YAP

Ivlynn Yap is currently the Managing Partner and Crisis Communications Lead Counsel of A Media and Marketing Communications Consultancy Firm.

Click here for [Speaker Profile](#).

REGISTRATION

(RM400 for MIRA members – redeemable via MIRA vouchers) , (RM600 for non-MIRA members)

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

Closing date for registration: **Tuesday, 28th May 2019**

Disclaimer & Restriction

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