

Foundations of Crisis Management & Communications (CMC2055)

COURSE DESCRIPTION

Foundations of Crisis Management & Communications lay the groundwork and provide the foundation for becoming certified in Crisis Management and Communications.

It is important that all organizations have an understanding of Crisis Management since it poses the greatest threat to an organization's survival. That can only be achieved by adopting a management philosophy that includes prevention of potential crises, mitigation of those that do occur, and recovery and restoration in the wake of a crisis.

The Foundations of Crisis Management & Communications is a "nuts and bolts" course that attendees can immediately apply to their work settings. In addition, the course will provide the foundation for subsequent studies and your development as a trained and certified crisis manager.

Included in the course is the important role of crisis communications – both internal and external to the organization. Also, included are the basics of media training elements. In addition, the course will review the essential qualities of crisis leadership, how to identify good crisis leaders, and how to train potential crisis leaders.

This three day seminar will also teach you how to prepare the organization for inevitable threats to reputation, how to execute the crisis communications plan, then, when the crisis has passed, assess and do what must be done before the next threats occur.

COURSE OUTLINE

- Crisis Management as a discipline
- Characteristics of a crisis
- Assessing threats and risks
- The role prevention plays in Crisis Mitigation
- The relationship between organizational planning and planning for Crisis Management
- The special role of teams in Crisis Management
- Leadership in the midst of chaos
- The phases of a crisis
- Writing the Crisis Management Plan
- Protecting the organization's reputation
- Internal & external communication best practices
- The spokesperson's role in a crisis
- Message development
- The Crisis Communications Team
- Writing the Crisis Communications Plan
- The basics of Crisis Management

WHO SHOULD ATTEND?

The audience for this course is those new to the crisis management and business continuity disciplines or for senior management who need to understand the basics for the development a crisis management competency. Attendees will learn the basics of crisis management upon which they can build specific competencies with later courses.

CERTIFICATION AND ACCREDITATION

The course concludes with a 40 multiple choice question certification exam. Passing is 75% or 30 correct out to 40 questions. Attendees who pass the exam will receive the official "Certified Crisis Communications Planner" certificate accredited by ICOR and in addition earn 1.4 CEU credits for ICOR.

Standards, Processes & Governance



The International Consortium For Organizational Resilience - Schedule 2011

Last updated: 7 Mar 2011

Course Title	Course Code	Rates / pax	Duration	Time	Instructor	Year 2010	Year 2011
Essentials of Organizational Resilience	OR 3000	\$4,500	5 days	9.00am - 6.30pm	ICOR Authorised Instructor		19 to 23 Sep 2011

Course Title		Rates / pax	Duration	Time	Instructor		
Foundations of Crisis Management & Communications	CMC 2055	\$2,800	3 days	9.00am - 6.30pm	ICOR Authorised Instructor		23, 24 & 25 May 2011 10, 11 & 12 Oct 2011

Course Title		Rates / pax	Duration	Time	Instructor		
Business Continuity Maturity Model Assessment Training	BCM 4050	\$1,800	2 days	9.00am - 6.30pm	Andrew Lee		12 & 13 May 2011 18 & 19 Aug 2011 17 & 18 Nov 2011

Course Title		Rates / pax	Duration	Time	Instructor		
Organisation Resilience : Business Continuity Management	BCM 4000	S\$4500	5 days	9.00am - 6.30pm	Andrew Lee		4 to 8 Apr 2011 25to 29 Jul 2011

Course Title		Rates / pax	Duration	Time	Instructor		
Continuity of Governmental Operations Course	EM 3000	\$1,800	2 days	9.00am - 6.30pm	Andrew Lee		4 to 8 Jul 2011