

CRISIS COMMUNICATION AND REPUTATION MANAGEMENT



An online course in crisis preparedness, crisis communications and reputation management for companies in the Food and Drink sector.

Aimed at: Company owners, Managing Directors, General Managers, Communications / Public Affairs Managers and Crisis Management teams in the Food and Drink sector

Trainer: **Carr Communications** are specialists in crisis management with a proven ability to support an organisation during a time of intensive media scrutiny.

Programme Objectives

At the end of the programme participants will develop:

- A firm grasp of the context in which they are operating and the threats to this.
- The ability to create and enhance any existing crisis strategies.
- Clear strategies for engaging with your stakeholders
- An understanding of the tools for evaluating risk and aiding decision making.
- A solid grounding in media requirements.
- A strong understanding of how to handle media and put robust processes in place.
- The ability to evaluate and plan for recovery.

Format of the course

Part 1: 6 hour online session for Crisis Management Team

- Introductions and context
- Evaluating the risks that can lead to a crisis in your business
- Formulating a crisis communication strategy
- How to identify and prioritise risks
- Analysing your audiences and stakeholders and their communications needs during a crisis
- Golden rules of Crisis Communication
- Evaluating your reputation
- How to make better decisions during a crisis
- How to communicate with and maintain relationships with stakeholders during a crisis
- When and how to engage and manage the media
- Handling social media
- Post-crisis evaluation and developing a recovery plan

Part 2: 2-hour one-to-one media coaching session for potential spokespersons

To book your place, or for more information, contact Mark Skinner, Food Drink Ireland Skillnet, on (01) 6051615 or mark.skinner@ibec.ie