

# CRISIS COMMUNICATIONS AND REPUTATION MANAGEMENT

Media Management Series

## What Is This About?

Out of every crisis comes an opportunity for an organisation to improve its relationship with key stakeholders and strengthen its reputation. A communications crisis gives the organisation permission to listen and hear what is being said before, during and after a crisis.

Therefore, it is pertinent to analyse the impact of how you say what you say, and how it relates to the evidence when executing a crisis communication plan.

## What Will I Gain From This?

- Prepare for a crisis
- Change negative narratives in a crisis by restoring confidence and highlighting positives to stakeholders through the media
- Build trust and honesty across communication lines to emerge from a crisis even stronger

## Who Is It For?

You! If you're a:

- Senior Management executive
- Corporate communications professional
- Business owner or company spokesperson

## Training Methodology

- Case Studies and Presentations
- Group Discussions and Brainstorming Sessions
- Role-Play Interviews
- Crisis Simulations
- Expert Feedback Coaching

## Who Are My Trainers?

You will be trained and mentored by Malaysiakini's finest trainers, award-winning journalists and editors, as well as, diversely experienced management coaches.



### Premesh Chandran

*CEO & Co-Founder, Malaysiakini*

Also a TED Fellow, recipient of Asia Foundation's Chang-Lin Tan Fellowship and the Media Personality of the Year in 2012, Premesh has coached over 40 startups in the last 5 years.

**Course Facilitator**



### S. Vicknesan

*Editor, Malaysiakini*

Viknesan began his career in 1984 with the National Echo tabloid in Penang, Malaysia before joining the Malaysian National News Agency (Bernama) a year later as a junior reporter. He left after nine years as Senior Sub-editor and had a brief foray into the world of advertising while pursuing a professional qualification in Business Management. The lure of the newsroom, however, proved irresistible and he was back into the scene 1996 with senior editorial postings in various organisation

**Course Facilitator**



### Ajinder Kaur

*Instructional Design Specialist & Trainer, kiniacademy*

One of the three pioneer journalists of Malaysiakini when it first started in 1999, Ajinder has also more than 16 years of coaching experience in writing and communications. She holds a Masters in Corporate Communications and became a Lecturer teaching human communication, public relations and journalism at HELP University. She was subsequently appointed as the Head of its Faculty of Communications. Ajinder is also a HRDF Certified trainer.

**Course Leader**

## What's The Plan?

### Day 1

#### Defining a Crisis

- Most Common Types of Crises
- Five Stages of a Crisis: Preparedness, Prevention, Emergency, Response & Recovery
- Growing Impact of Social Media

#### Preparing a Crisis Management Plan

- Anticipating a Crisis
- Vulnerability and Risk Assessment
- Establishing a Crisis Communication Programme

### Day 2

#### Message and Media Strategies

- Identifying Key Spokespersons and Influencers
- Delivery of Key Messages under Media Spotlight

#### Testing and Refining the Crisis Communication Plan

- Assessing the Crisis
- Post-Crisis Analysis

## Course Fees:

**List Price:** RM2500

**Registration Fee:** RM 100

## What Is kiniacademy?

kiniacademy, the training arm of Malaysiakini, offers courses in media studies and more. Our aim is to develop the next generation of independent journalists and media professionals, both, in Malaysia and the region; by providing highly practical courses developed by professionals and delivered by professionals. kiniacademy helps trainees get work-ready and future-ready.

### Venue:

kiniacademy @Kini, PJ 51 Business Park,  
No. 9, Jalan 51/205A, Off Jalan Tandang,  
46050 Petaling Jaya, Selangor

Contact Us:

kiniacademy@malaysiakini.com

+6012 721 2181



REGISTERED  
TRAINING PROVIDER

www.kiniacademy.com