

# Crisis Management Masterclass

Course I:

## **CRISIS IN ACTION<sup>®</sup>**

Prepare and Practice your Crisis Response Plan

April 29, 2013 - Sheraton Hotel & Towers, Karachi  
9:00 am - 5:00 pm

### Key Benefits:

1. Explore the association between **risks** and **potential crisis**
2. Prepare and practice the right **contingency plan** for your organization
3. Understand crisis and its impact on **reputation & bottom line**
4. Develop your own **operations response strategy**
5. Discover the right actions to be performed in the right order during crisis

Course II:

## **CRISIS TALK<sup>®</sup>**

Talk Your Way Out of a Crisis-Face the On Camera Challenge

April 30, 2013 - Sheraton Hotel & Towers, Karachi  
9:00 am - 5:00 pm

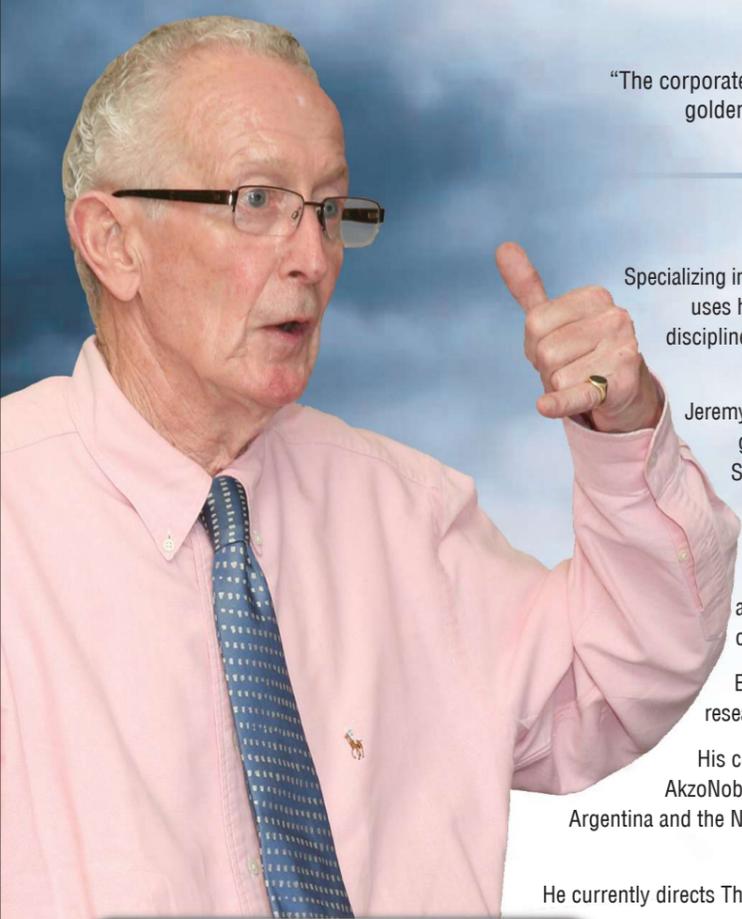
### Key Benefits:

1. Adopt the skills and confidence to deal with crisis situations
2. Practice your own **media response** plan for a crisis situation
3. Develop your own **communications response strategy**
4. Perform as a Crisis Management Team member with **simulated on camera sessions**
5. Prepare your response plan for defending your actions to outraged **stakeholders**

## Jeremy Parsons, UK

Senior Consultant, The Parsons Consulting Agency

Renowned expert in Global Crisis Response & Communication Management in Asia, China, North & South America and Europe  
Senior Consultant to AkzoNobel, Burson Marsteller (Unilever), Fleishman-Hillard (Eli Lilly), ICI Pakistan and the Smiths Group PLC  
Member of the Institute of Public Relations



“The corporate reputation of a lifetime can be ruined within one hour . . . It’s called the golden hour of communication - so training by Parsons makes a lot of sense.”  
**Linda Lewis, BBC Correspondent**

## Course Director **Jeremy Parsons**

Specializing in Crisis Management Coaching and Crisis Response Training, Jeremy Parsons uses his communication knowledge and experience to demonstrate and coach the disciplines and skills that are necessary when communicating to stakeholders during times of crisis.

Jeremy’s background is a blend of global communications and marketing knowledge gained in Asia, the United States of America, South America and Europe as a Senior Consultant to ICI and to the public relations agencies Burson-Marsteller (Unilever) and Fleishman-Hillard (Eli Lilly) & as a Marketing Director to the Green Giant Company. He is also a member of Institute of Public Relations.

He brings real life drama and the pressure of the media intrusion to his audience by broadcasting credible incidents as breaking news stories, & then challenges the delegates to respond and defend the reputation of their companies.

Each coaching program is individually created for a particular business using researched risks data to produce crisis scenarios that reflect market vulnerabilities.

His coaching programs have been selected and deployed by most of the ICI (now AkzoNobel) businesses including ICI Pakistan Ltd, ICI Paints, Quest International, ICI Argentina and the National Starch & Chemical Co in Asia, North and South America and Europe. Other clients include United Utilities, Smiths Group Plc and Lockton.

He currently directs The Parsons Consultancy Agency based at Henley-on-Thames, Oxon, England.

“His ability to analyze the risk to the corporation, reflect the potential reputational damage, and then create and direct focused response and communication training and exercises is the hallmark of his professional contribution. His expertise has been greatly valued by our senior management in Europe, North and South America, and Asia.”



“The potential consequences of crisis to your organization’s critical assets of people, brand integrity, corporate reputation and shareholder value are too great to ignore. Parsons gave us the guidance and response practice we needed.”



“Every company . . . large or small runs the risk of a crisis . . . Forward thinking. Executives of leading corporations are proactively practising crisis response and communication management - that is why we choose Parsons, the international crisis response and communication specialists.”



### Participants of Jeremy Parson’s course with the **On Camera Challenge**



**The Crisis Mobilisation Formula**

- Immediate actions essential
- Rapid analysis
- Confirm essential facts
- Assess resources
- Anticipate next development

**Critical Questions**

- What is a crisis?
- How do we recognise a crisis?
- How is a crisis different to a major incident?

**A research of companies in the Fortune 500 list that had experienced the impact of crisis found that:**  
**52%** damaged their bottom line, **55%** customer irritated, **35%** damaged corporate image,  
 Whilst an alarming **72%** were subject to close media scrutiny!

## Course I: **CRISIS IN ACTION**®

### Prepare and Practice your Crisis Response Plan

#### **COURSE OVERVIEW:**

Various experiences of disasters in organizations have revealed the fact that in critical times ordinary people have to rise to the challenges of the crisis, from securing the site of the incident and handling operational response to appraising the ground. Above all, crisis management efforts should be directed towards helping the organization recover and rise from the embers of the crisis and ensure continuity.

This program guides the participants about association of risk and crisis, thus encouraging them to audit their own risks and then prepare a contingency plan. Participants will learn the essential fundamentals of a crisis management program and the tools & techniques required to develop specific crisis management plans. This course has been recommended by past participants to be a practical course that will take the participants through the proper implementation of a crisis management plan.

#### **WHO SHOULD ATTEND?**

Senior executives and management staff with responsibilities to respond in crisis and leadership role in crisis. All the staff new to crisis management roles or need an awareness of crisis management to perform in any role are encouraged to attend.

#### **COURSE AGENDA:**

##### **The Value of Knowing What Could Happen:**

- Identifying operational risks and the potential consequences when risks are not managed
- Experience gained from brain-storming crisis nightmares & the impact on the bottom line

##### **The Value of Knowing What to Do:**

- Leadership in Action: Understanding good practice operational response from incident awareness to stabilizing the crisis
- Essentials of a Crisis Management Team:
  - Learning the critical management roles and the need for team co-ordination
  - Understanding the reporting format of what has to be done, by what time and by whom
  - Having the wisdom of knowing the flow path of response actions

##### **Operational Practice:**

- An Interactive Response Challenge to pick the right actions in the right order to save the company

##### **The Crisis Management Challenge:**

The Crisis Response: By preparing and practicing an Operations & Communications Response Strategy (OCRS), Corporations can emerge and recover more quickly from the intrusion of crisis Risk Assessment: A vulnerability assessment will determine current and potential operational and communication weaknesses that could result in crisis.

##### **Preparing the OCRs:**

The strategy comes from an organizational infrastructure which ensures that both operational and communications plans are both integrated and can be performed quickly and effectively. Major elements of the OCRS are: Operation, Communication, and Team Cohesion

## Course II: **CRISIS TALK**®

### Talk Your Way Out of a Crisis-Face the On Camera Challenge

#### **COURSE OVERVIEW:**

If you cannot communicate your message during a crisis, you have failed in your responsibility for protection of the BRAND or CORPORATION. How the outside world views what has happened, and what is being done about it depends on your words and body language & create perceptions that could affect the sustainability of Corporate Trust and Brand Loyalty.

This course is designed with a practical approach for the participants to develop the skills and confidence to deal with major incidents and crisis at organizational level. The workshop focuses on the highly competitive and challenging media environment in which emergency departments operate and will train the participants for communicating during difficult and challenging tasks of successfully communicating key messages through a media landscape that thrives on drama, controversy, and negative news.

#### **WHO SHOULD ATTEND?**

This course is recommended for anyone who may be involved in managing communications response to a crisis affecting their organization, either behind the scenes or as a spokesperson. Executives with responsibilities for corporate or brand communication are encouraged to attend.

#### **COURSE AGENDA:**

##### **Crisis Communication:**

- What makes Crisis Communication different?
- Understanding the mind of the media to know what makes top crisis news
- Knowing what makes up a crisis story
- Living with Social Media
- The benefits of good media relations
- Spokesperson’s Guide to assess the incident information and opinions
- What makes News?
- Learning the power of positive communication
- Using the Psychology of Crisis
- Practice the Formula of Four for best Crisis Communication

##### **Experiencing the Shockwaves from Crisis News Broadcasts:**

- Chatter of rumors & Drama of speculation
- Interviews of intellectual concern - Geared to 24/7 News Broadcasts

##### **Power of the brain that activates Attitude, Body Language, Words & Voice Delivery.**

##### **The Crisis Talk Back Challenge:**

Assessment of crisis situation – Knowing the known before talking

- Teams compete to deliver their messages over the four essentials of broadcast – Down-the-line interview – Press Conference Briefing – Staff Briefing and National TV Interview Based on a TV Breaking News Story, where the Crisis Management
- Team (CMT) must defend their actions to outraged Stakeholders
- Communication Teams must use the information they have to save the reputation of the Corporation & now on camera they will answer the Media, Social Media & Stakeholders

## Workshop Investment

### Course I: CRISIS IN ACTION<sup>©</sup>

April 29, 2013 - Sheraton Hotel & Towers, Karachi

PKR **24,999/-** (Fee per participant)

### Course II: CRISIS TALK<sup>©</sup>

April 30, 2013 - Sheraton Hotel & Towers, Karachi

PKR **24,999/-** (Fee per participant)

**Book your seat in both courses for PKR 40,000  
(and SAVE PKR 10,000)**

**Course material, Octara certificate of attendance, on camera simulation, lunch, refreshments & business networking**

### 5 Easy Ways to Register

Phone : 021-34534261, 021-34520092  
Fax : 021-34520708  
E-mail : [register@octara.com](mailto:register@octara.com)  
Address : Octara Private Limited  
2/E-37, Block-6, P.E.C.H.S., Karachi.  
Web : [www.octara.com](http://www.octara.com)

### Payment:

A confirmation letter/e-mail and invoice will be sent upon receipt of your registration.  
Note: Full payment must be received in advance to confirm enrollment.

Send your cheque in favor of  
"Octara Private Limited"

To: Muhammad Imran Anwer  
Octara Private Limited  
2/E-37, Block-6, P.E.C.H.S., Karachi.  
Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

### Bring Crisis Management Masterclass In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Jason D'souza** at [jason.bosco@octara.com](mailto:jason.bosco@octara.com) or call at **0332-2422732** for more details

Connect with Octara on social networks:

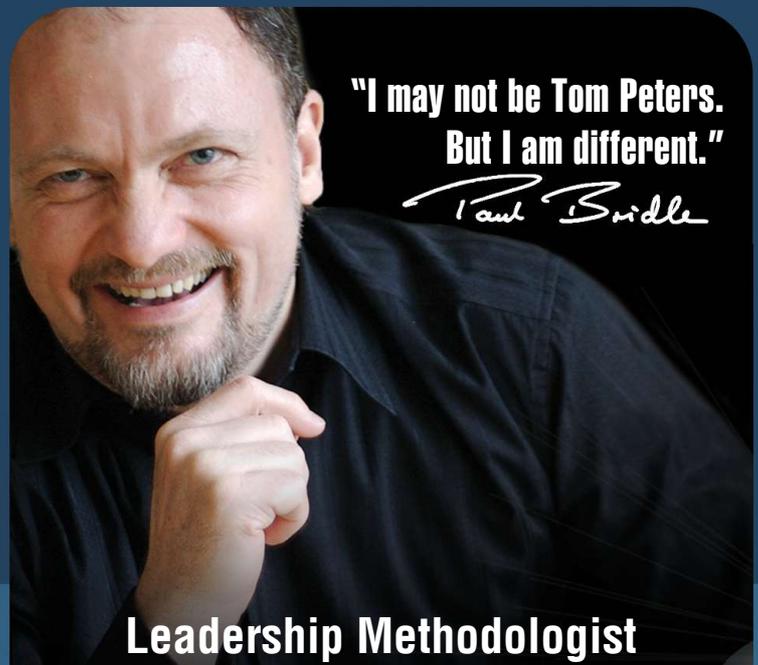
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Strategic Partners



**"I may not be Tom Peters.  
But I am different."**

*Paul Bridle*

Leadership Methodologist

**Paul Bridle**

**The Leadership Challenge!**

**Reinventing Leadership Styles  
Leading & Managing changing Businesses  
Creating a High Performance Culture**

**May 14, 2013 - Karachi | May 16, 2013 - Lahore**  
Seminar Timings 9:00 am - 5:00 pm

### FACTS ABOUT PAUL BRIDLE

Ranked No. 12 amongst world's  
"Top 20 Most Influential Leadership Gurus"  
Top 100 Management Gurus of all times (2010)  
Certified Speaking Professional (CSP)  
Best New Speaker Vistage International (UK)  
Fellow of the Institute of Business Consultants

**...only from Octara!!!**

**Position Your Company Brand**

Contact us for details on tailored sponsorship packages  
to meet your branding requirements  
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