

At Times of Crisis will you know what to do and say?



5 August 2010, Sheraton Hotel, Karachi  
9:00 am - 5:00 pm

# Crisis Response and Communication Management

Knowing What to Do and Say at the Times of Crisis  
An interactive workshop to strengthen your response



## 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 AkzNobel, Burson Marsteller (Unilever), Fleishman-Hillard (Eli Lilly), ICI Pakistan and the Smiths Group PLC
- Member of the Institute of Public Relations

## Key Benefits:

- ✓ Understand a crisis and its impact on Reputation and Bottom Line
- ✓ Have a response plan to know what to do and say
- ✓ Learn the importance of leadership and having the right crisis management team
- ✓ Understand the power of the media and the spread of their communication
- ✓ Learn to keep up to the speed in the Golden Hour
- ✓ Have the confidence to communicate

## Includes

On camera challenge!

“To Talk Your Way Out of a Crisis”

## For Registration

Tel: 021-34534261, 021-34536315, 021-34520093, Fax: 021-34520708

E-mail: [register@octara.com](mailto:register@octara.com) | [www.octara.com](http://www.octara.com)

**Special Offer**  
Book 5 Seats and  
**Save PKR 4,000**  
per participant

“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**, Jerry 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.

Parsons’ 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)** and as a **Marketing Director** to the **Green Giant Company**. He is also the member of **IPRA (International Public Relations Association)**.

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

Each coaching program is individually created for the 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 businesses including **ICI Pakistan, ICI Pakistan PTA Ltd, ICI Paints, Quest International, ICI Argentina** and the **National Starch & Chemical Co.** in Asia, North and South America and Europe.

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

## Hear what delegates have said about **Jeremy’s** previous courses:

“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”

**Dr. Frank Rose, Group Vice President Sustainability, ICI**

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”

**Steve Wright, Director Burson-Marsteller Unilever Foods**

“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”

**Dr. Richard Robson, Director Communications, European Chemical Industry Association (CEFIC)**

**The effect of crisis on company reputation and the damage to bottom line can be catastrophic.**

**Fortune 500 Top companies reported:**

- 52% Crisis damage to bottom line
- 55% Interfered with normal business operations
- 35% Damaged the Company’s public image

**So there is an urgent need to establish or improve a response plan that:**

- Provides a fast mobilisation – response procedure
- Provides a strategy and practice for safe communications

## Jeremy has trained participants from



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## The Poison of Crises

Today we live in a crisis ridden society where trust and belief in values are sometimes forgotten.

### Preparing for Crisis

The program first guides delegates through the association of risk and crisis encouraging participants to audit their own risks and then prepare a contingency plan so as to be ready for crisis.

### At times of crisis there is a need for effective communication

An understanding of the 'psychology of crisis' is offered to explain why stakeholders and the public in general believe that crises are "acts of betrayal" where somebody must be to blame.

Delegates gain the opportunity to counter this reaction and criticism by learning a formula of communication so as to be seen, heard and understood at times of crisis.

The course then provides communication coaching "Show Business" style with guidance on how to stage manage the TV interview where body language can help deliver the "big message."

### Practice

Delegates are then placed in CMTs for each Crisis Management Team to plan their response to a crisis before the ultimate challenge of appearing on camera to talk their way out of their crisis - proving that at times of crises, there is a need for communication.

## Who Should Attend?

All senior executives with responsibilities to respond to crisis and to manage communications

## Morning Agenda

### Interactive

- ✓ Definition of a Crisis – Impact on Reputation & Bottom Line
  - Identifying potential risks before they become crises

### Interactive

- ✓ Are you ready for crisis? – having a Contingency Plan
  - Operational practice - playing the right contingency cards
- ✓ Leadership and having the right management team
  - A strategy for effective response to crisis
- ✓ The Power of the Media – your vulnerabilities
- ✓ The Mind of the Media – how a newsworthy crisis is made

### Interactive

- ✓ Crisis Communication – message delivery strategy
  - How to be seen, heard and understood
- ✓ Safe Communication – The Formula of Four
- ✓ The psychology of crisis – using words to stop fear

**LUNCH** >> Be a journalist this lunch-time – where delegates role play journalists and interview their fellow delegates!

## Afternoon Agenda

## Crisis on Camera

On-camera challenge to "Talk your way out of a crisis"

### Interactive

Practice Sessions

- Being a CMT member – speed of mobilisation
- Selecting your company's risks
- Operational practice - What to do?
- Communication practice



- Interview Replays – Comments and Closing Video

Book Today! Fee and Registration details on back

# Crisis Response and Communication Management

Knowing What to Do and Say at the Times of Crisis



## Workshop Investment

PKR **19,999/-** per participant

**10% Group Discount**  
on 2+ nominees

**20% Group Discount**  
on 5+ nominees

Course material, Octara certificate, lunch, refreshments & business networking

## Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**  
E-mail : [register@octara.com](mailto:register@octara.com)  
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## Registration Note

Participation will be confirmed **subject to receipt of payment.**

## Octara Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

Logistics Partner



Strategic Partners



Partners



## Bring Crisis Response and Communication Management In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Mohsin Rahim** at [mohsin.rahim@octara.com](mailto:mohsin.rahim@octara.com) or call at **0321-2133409** for more details

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**Saadi Insha**  
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6 August 2010, Karachi

Course II

#### Sales Force Management

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7 August 2010, Karachi  
**Haseeb T Hasan, UAE**

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**Zaufyshan Haseeb, UAE**  
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7 August 2010, Karachi

#### High Performance Leadership

**Ramiz Allawala**  
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**Baseer Sami**  
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#### Managing the Training Function

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#### Winning Decisions

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