



**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 effect of poor crisis communication on brand and company reputation can be catastrophic. We all know the case of British Petroleum and how their hard built brand reputation was damaged.

Yet some companies emerge from crisis with an improved reputation:



**17 May 2011**, Sheraton Hotel & Towers, Karachi

**19 May 2011**, Pearl Continental Hotel, Lahore

**20 May 2011**, Serena Hotel, Islamabad

**9:15 am to 5:00 pm**

**Key Benefits:**

- Learn to **communicate strategically** to find the words that work
- How to **anticipate** the value of your crisis solution
- Learn how to tell the **Message of Recovery**
- Learn the **Psychology of Crisis Communication**... "I am what I do best"
- **Practice the power** of voice and body language
- Understand the need for **communication visibility**- The Social Media Revolution

**Special Features:**

- "Tragedy Talk Back – Producing On-Camera Communication Skills when responding to Crisis"
- "The Crossword of Crisis ... Check the key words of Crisis by working the Crisis Crossword ... One across is RESPONSE"

**For Details & Registration:**

Tel: +92-21-34534261, +92-21-34536315, Fax: 021-34520708,  
E-mail: register@octara.com, info@octara.com | [www.octara.com](http://www.octara.com)



"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)** and 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, and 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.

## 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 (Retired), 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 mobilization – response procedure
- Provides a strategy and practice for safe communications

## Jeremy has trained participants from



# CRISIS TALK - Mastering the Language of Crisis

## Course Overview:

If you cannot communicate your message during a crisis, you have failed in your responsibility to the protection of the BRAND SERVICE or CORPORATION.

How the outside world views what has happened, and what is being done about it depends on your words – Words and body language creating perceptions that could affect the sustainability of Corporate Trust and Brand Loyalty.

But what sort of words should you be prepared to say or not say?

## Crisis Talk

'Mastering the Language of Crisis' is a workshop with a curriculum to encourage:

- Impact Assessment and Strategic Communication Thinking before Talking
- Structuring the message with Empathy, on a route to regain Business Continuity
- Leadership & Spokespersons Communication Empowerment that starts with acknowledging one's own capability 'I am what I do best' including Communication

## Who Should Attend?

All Senior Executives with responsibilities for Corporate or Brand Communications.

## Morning Agenda

### The Value of a Crisis Solution

Assessment, then strategic thinking before talking. How defining the crisis and harm to the audience helps find words that work as solutions

### Articulating the Value of Your Crisis Recovery

Structuring the message to eclipse concerns to speed the journey back to business continuity.

At times of crisis somebody has to tell the way to get back home

**Interactive** – Finding the purpose – Objectives – Goals

### The Psychology of Crisis

A guide to understanding how the brain works during crisis – Having a belief in oneself "I am what I do best" and the importance of matching empathy to emotion

**Interactive** – Self-Analysis

### Leadership from the Power of the Spoken Word

Guidance on how to be seen, heard and understood to gain leadership and recognition.

A formula for both Brand and Corporate Recovery.

**Interactive** – What and How to Use the Media and Social Media

## LUNCH >> Time to do the Crisis Crossword for Business Continuity

## Afternoon Agenda

### Crisis Case Histories

Where Communication helped save reputation – SAS – P&G, J&J Histories

### Crisis on Camera

Tragedy Talk Back – On-Camera Challenge for Best Practice when talking to the Media, Customers and Employees

**Interactive** – Talk your way out of a Crisis

### Communication Log

A log to note how best to protect your Brand and Corporate Reputation



• Interview Replays – Comments and Closing Video  
Summary and Presentation of Certificates

# CRISIS TALK

## Mastering the Language of Crisis



17 May 2011, Sheraton Hotel & Towers, Karachi  
 19 May 2011, Pearl Continental Hotel, Lahore  
 20 May 2011, Serena Hotel, Islamabad

### Workshop Investment

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

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

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

#### Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**  
**Muhammad Adeel Khalil**  
 E-mail : [madeel@octara.com](mailto:madeel@octara.com)  
 : [register@octara.com](mailto:register@octara.com)  
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 To: **Muhammad Imran Anwer**  
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#### 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.

Strategic Partners



## Bring CRISIS TALK Mastering the Language of Crisis 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

### Octara's Upcoming Programs INVEST TODAY!

#### Improving Sales Performance through Effective Sales Leadership

16 - 17 May 2011, Lahore  
 23 - 24 May 2011, Karachi

**Jerry Brown**

#### Leading with Emotional Intelligence

18 May 2011, Karachi  
 20 May 2011, Lahore

9 am to 1 pm

**Graham Moore, UK**

#### Mind Mapping for Business Success

18 May 2011, Karachi  
 20 May 2011, Lahore

2 pm to 6 pm

**Graham Moore, UK**

#### Pakistan: Past, Present, Future

19 May 2011, Karachi

**Javed Jabbar**

#### Leadership: Ethics & Values

7 June 2011, Karachi  
 9 June 2011, Lahore

**Ramiz Allawala**

#### The Leader Shift

19 July 2011, Karachi  
 21 July 2011, Lahore

**Dr. Tommy Weir**

#### The Balanced Scorecard Strategy for organizational performance

20 - 21 July 2011, Lahore  
 24 - 25 July 2011, Karachi

**Alan Power**

#### Capacity Planning & Demand Management

22 July 2011, Lahore  
 23 July 2011, Karachi

**Alan Power**

\*Octara reserves the right to change courses, dates, content or method of presentation.

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