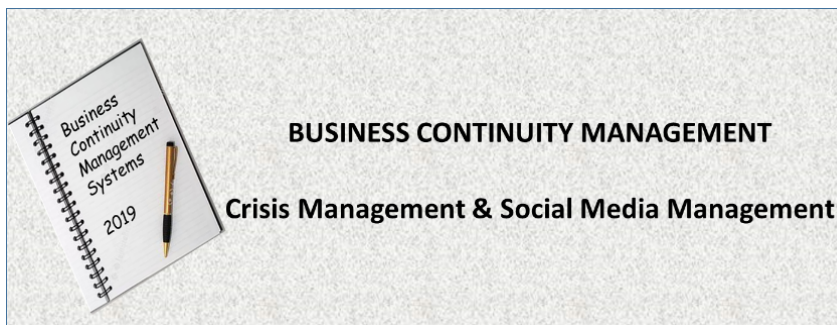


BUSINESS CONTINUITY MANAGEMENT (BCM) CRISIS MANAGEMENT & SOCIAL MEDIA MANAGEMENT 1-Day Course



Course Overview

Crisis Management is an intensive and engaging **1-day** programme designed for participants to have a good grasp about crisis management as well as social media management. The ability to communicate a response or message effectively is no doubt a crucial skill to possess for any individual in a business environment. It is one that can make or break a career. The same can be said for an organisation – be it Small and Medium Enterprise or Multinational Corporations.

Dates:

17th May 21

Time:

9.00am – 5.00pm

Venue:

To be advised

Course Fees:

\$650.00

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Contact us:

For enquiries or more details on our professional training programme, please contact:

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Corporate Service Manager

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Website www.ormgt.com.sg

What will you benefit from the course?

While a meticulous Crisis Management plan is an essential Public Relations staple for absolutely any company today, the communication element within that plan is more often than not said to be its backbone. And for good reason too.

Present day crisis communication has evolved tremendously from what it used to be ten, five, and even as recent as three years ago. A plethora of communication channels exist today which have opened up two-way conversations between businesses and consumers to an extent that were unimaginable a decade ago. Naturally, a good crisis communication plan needs to follow suit to remain relevant; and more importantly, effective.

In recent years, Social Media has certainly accorded a new found power to consumers, and businesses thus far have found it difficult to keep up. The main reason is simply because traditional business methods of communication do not work on these platforms. Thus, while this chapter does look into effective crisis communication through traditional media channels as well; we delve deeper and focus on how the era of digital media has opened up a whole new stage - that can be even more unforgiving than any other forms of media outlets industry veterans have encountered in the past.

Specifically, this course focuses on building your capability and credential to develop skills to build an crisis management for the organisation in these professional competency practices:

1. Introduction to Crisis Management
2. Planning for Crisis Management
3. Dealing with a Crisis
4. Incident Management & Aftermath
5. Social Media Apps and Tools

Programme Outline – Professional Competency Practices

Module 1 – Introduction to Crisis Management

- Risks impacting businesses today
- What constitutes a Crisis
- Strategies and Pitfalls in Crisis Management

Module 2 – Planning for Crisis Management

- Crisis Management Policy
- Crisis Management Organisation
- Developing and Implementing Emergency Plans
- Crisis Management and Communications
- Establishing the Crisis Centre
- Fundamentals of power & cooling infrastructure
- Developing and implementing a Business Continuity Management (BCM) Strategy
- Business Impact Analysis
- Risk Mitigation Strategies
- Testing and Validation of Emergency Plans
- Planning for IT Resiliency and Disaster Recovery
- Rehearsals and Simulations
- Case Study and Workshop

Module 3 – Dealing with a Crisis

- Command and Control Issues
- On-site Crisis Management
- Reputation Management
- Monitoring and Response Strategies
- Organising a Press Interview/Conference
- Case Study

Module 4 – Incident Management & Aftermath

- Human Issues in Crisis Management
- Incident Management in IT Disasters
- Post Incident Evaluation and Debriefing
- Immediate Business Resumption
- Organisational Recovery
- The Crisis Audit
- Continuous Improvement

Module 5 – Social Media Apps and Tools

- The Changing Media Landscape
- Social Media Monitoring and Response Strategies
- Social Media and Social Media Monitoring Tools
- Practice Ways to harness social media for crisis management:
 - Pre-Crisis
 - During Crisis
 - Post-Crisis

What is the teaching method?

This course is classroom-led, participant-centred with inject-based workshop approach with relevant case studies.

Who are the Professional Trainer?



Wong Tew Kiat, CBCP, Associate Fellow BCI, CITBCM(S), CITPM(S), COMIT(S), Fellow SCS

More than 30 years of experience and is equipped with excellent knowledge in Business Continuity Management (BCM), IT Disaster Recovery (DR), Data Centre (DC) Management, Pandemic Preparedness and Incident Response Management.

He is a Certified Business Continuity Professional (CBCP) since 1997, a Certification by the Disaster Recovery Institute International (USA) and Associate Fellow of the Business Continuity Institute (MBCI, UK) since 2005. He is also a Certified IT Project Manager, Senior (CITPM), Certified Outsourcing IT Manager, Senior (COMIT) and Certified IT BCM Manager, Senior (CITBCM) by the Singapore Computer Society (SCS), Singapore. He was the President for the Business Continuity Group, an industry chapter in SCS from 2005 – 2008 and 2010 – 2011. In addition, he chaired the CITBCM Resource Panel to develop the Body of Knowledge for the CITBCM.

He has been actively engaged in providing BCM consultancy, DC risk & resiliency workshops for the Ministries, government agencies and SMBs. He had also developed the Body of Knowledge for the CITBCM (Certification in IT BCM) Certification Course and is appointed by Singapore Computer Society as the authorised training provider for the CITBCM course.