

SS09

CRISIS COMMUNICATION & MEDIA HANDLING

1 Day

Conducted by:



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COURSE OVERVIEW

Are you ready to lead when stakes are high?

In today's hyper-connected world, the first 60 minutes (the Golden Hour) determines whether a crisis becomes a footnote or a firestorm. It is not enough to just manage the crisis, the organisation must communicate and shape public perception to protect its reputation and ultimately, survival. To be Crisis Ready means building up your crisis communications infrastructure and muscles, way ahead of the race.

This one-day practical and interactive workshop equips frontline managers with the critical skills to anticipate risks, execute clear communication strategies, and maintain trust under pressure.

Crisis Ready, Crisis Safe

- Crisis vs Issue - What is a crisis?
- Types of crises the organisation may face (e.g., financial, reputational, operational) & when to escalate

Critical Actions: Golden Hour Checklist

- Step-by-step drill - From incident detection, evaluation to initial response
- People before Property & Profit – The 3Rs of Holding statements

Stakeholder Communications

- Dealing with employees, customers, public, authorities, regulators

The Dos and Don't of Handling Media

- Useful tips and tricks for media handling
- Managing Social media storms

COURSE OUTLINE

Course Audience

- Frontline managers who may be first responders in a crisis
- Business owners and SME leaders responsible for crisis response
- Communications, PR, and marketing professionals managing public perception
- HR and operations managers overseeing stakeholder relation
- Anyone tasked with protecting organizational reputation during high-pressure situations

Course Objectives

- Contain crises faster using the "Golden Hour Checklist"
- Communicate with clarity across stakeholders (employees, media, regulators)
- Control narratives to prevent rumours and legal fallout
- Coordinate seamlessly with HQ—knowing what to hand off and when

Fees

	Before SST	After SST
Early Bird Fee*	RM 2,150	RM 2,322
Course Fee	RM 2,500	RM 2,700

*Register 4 weeks before the course start date