



The Executive Class "Crisis Management & Crisis Communication" is a product of BCM Academy Educational Services

Crisis Management & Crisis Communication

Besides all preventive efforts, each crisis, no matter which type or area is unpredictable. In ominous, threatening and insecure situations which appear during a crisis, you get seldom a second chance. The choice is at your side. Every crisis offers an opportunity to make it as a winner and to be recognized as a winner by the environment. Even you take the risk to cause damage at the image of your company, which can lead to irreparable impact. The Executive 'Crisis Management and Crisis Communication' makes directions and senior management able to master successfully the critical issues of every crisis.

Purpose

Specific skills are required to have adequate and maximal control during a crisis. All decision-making takes place under high pressure; velocity and strength are necessary to minimize the impact of the damage. At the same time we need to calculate all possible contradictions and conflicting signals concerning internal and external factors. Excellent communication, provision of information and media performance are a main importance. The impact of one wrong decision can have an enormous impact.

'Crisis Management & crisis communication' provides you to organize your organization in a functional and structural way. You will acquire the skills which are essential in the adaptive process, synchronized with Crisis Management.

You will experience how to handle with an information overload, how to recognize the several stages of a crisis and to phrase the correct response. You will get to know the importance of crisis communication, internal opposite the colleagues and external opposite the press.

Corporate Reputation

The corporate reputation is the most precious property of each organization. For the maintenance you need to be prepared on unexpected situations and you need to realize an optimal warranty.

Crisis management & crisis communication offers you awareness and knowledge to create the necessary conditions by which you are not alone during a crisis and by which you will be able to effective 'damage control', but mainly it will be fundamental to finish as a winner.

Number of Participants

All trainings of BCM Academy take place in small groups. The amount of members depends on purpose and content.

Duration

2 consecutive days, including the evening of the first day.

Rate

Inclusive education material and catering. € 1.375,00 (Excl. dinner and hotel).

Dates 2010

To be announced and upon request

Location

BCM Academy offers the training in the BCM Academy Insight Center. Bijenstraat 16-17 in Gent (Sint-Denijs-Westrem). The Insight Center is an inspiring and authentic environment, based on the Academy Model. This course can also be organization at another location.

Reference

EC-CMCC/A0

Contact

For further and additional information, advice, specific In-Company variants or Purpose-Built Solutions please BCM Academy 0032 (0)9 220 20 96, info@bcmacademy.be

Our general terms of delivery are used On all BCM ACADEMY TRAININGS .

The Academymodel

'Inspiration comes standard'

The BCM Academy courses take place in an inspiring and active environment. You will not get an overload on information, but an accurate balance between relevant theory and practical experience. The topics will be lightened from several point of views by using case studies, input of content matter experts and constant interaction. The Academy-model warrants an optimal adoption of knowledge and information through a balanced relation of theory, practice, didactics and the warranty of direct appliance in the own environment.

All trainers and educators of BCM Academy are BCI-certified and are selected by thought leadership and best in class.

During the executive course you will be offered an exclusive participation on the BCM Community of Practice. On the extranet 'Insight', BCM Academy offers you support by feedback, cases, models, tools, survey-information and members dialogues.

Content & Subjects

All theoretical elements will be supported by case studies, multimedia and interactive break-outs. In a simulated 'Live Case' you will experience the complexity, the unexpected character of a crisis, and the time pressure when you need to take decisions. Therefore your Crisis Management will be tested on it's effectiveness.

Subjects handled in the Executive Class:

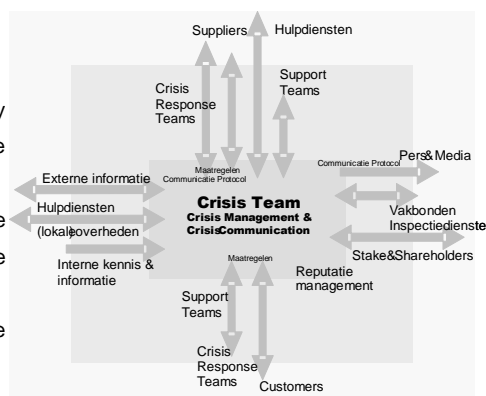
Process	Types and stages of a crisis
Process	Leadership and decisionmaking
Environment	Psycho-social Context of behaviour during a crisis
Organisation	Organisation of the crisismanagement
Organisation	Composition and competentionprofiles
Process	Internal en external relations; government and aid-services
Environment	Wet- en regelgeving; internationale aspecten
Process	Reputationmanagement
Communication	Internal and external communication
Communication	Media-influence
Communication	Traps of crisiscommunication
Communication	Media management and the organization of press-contacts
Process	Aftercare during a crisis

Program

The 2day program of this course is intensive and inspiring. Content matter experts will present you the whole theoretical frame, which is supported by case studies, practical tasks and multimedia presentations. After the training-session you will receive on CD-ROM the highlights of the program, the results of the live case, practical tasks and an everlasting framework for further personal development in your organization.

Target Group

Participation is reserved for directions and (senior)management from business, foundations and (semi-)government, executives and staff-members in a position in which they have been expected that they will participate in crisis management; for those who will take care of the coordination of relations with internal and external groups, international functions, governments or aid-services from who is being expected that they will protect the company-image. BCM Academy offers you the possibility to organize the Executive Class in-company for future crisis management.



"Next week there can't be a crisis. My schedule is already full!"

Henry Kissinger while Secretary of State

BCM Academy is the leading European Institute for Business Continuity & Crisis Management. BCM Academy aims primarily at the professionalizing and adoption of Business Continuity & Crisis Management. All products within the service lines, Educational Services,

Knowledge & Innovation and Accreditation & Certification are best-in-class and meet the highest standards. The proposition is aimed at the support of organisations in the practice of Business Continuity & Crisis Management.

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