



Certificate in
**Preventing a Public Relations Disaster
Risk and Crisis Management**

Presented by

ASPIRE™
Consulting and Training Ltd

INTRODUCTION TO ASPIRE

Aspire Consulting and Training Ltd is committed to providing results driven and innovative learning solutions adding true value to all customers to support their growth in people, processes and performance.

Aspire specialises in global consulting and learning, working with multi-national organisations and government departments across the world. We have a reputation for providing high quality bespoke and accredited programmes for our customers to support their leadership teams, strategic thinking and wide range of learning and development programmes to ensure their people are at the forefront of their sectors.

Aspire is a trusted partner to many leading organisations both in the UK and internationally. our focus on ensuring your organisation understands the return on investment it should achieve from the programmes we deliver is paramount to the success of our future relationships with all our customers.

Our unique approach to designing bespoke learning and development solutions for our customers enables us to design, in conjunction with experts in that field, a truly tailored solution that maximises your return on investment. We believe that 'one size fits no one' when designing impactful courses that are focussed on changing the behaviours of individuals to impact on business results/performance.

We deliver a vast number of training programmes with a small selection below to offer a flavour of what we do:

- Becoming Management Material
- Strategic Leadership
- The Art of Influence and Negotiation
- Sales, Marketing and Branding
- Improving the Customer Experience
- Developing a Strategic Business
- Digital Business
- Lean Process Improvement
- Project Management
- Crisis and Risk Management

Below are several organisations we are currently or have supported with their development:

- The Environment Agency
- UNICEF
- Ministry of Transport Vietnam
- Jaguar Land Rover
- Total Cambodia
- Maybank
- Exxon Mobile
- Ministry of Education Oman
- Western Digital
- Malaysian Airways

Our experience and knowledge of different industry sectors offers us a unique position when working with our clients, as we can explore the true heart of the business and build our relationship, your people and your business in a dynamic and proactive way.

PURPOSE OF THE PROGRAM

You might (and certainly should) have a disaster management plan to help your company minimise the effects of a catastrophe.

You've probably planned ahead for the possible necessity of evacuating employees and customers. You have a guide for backing up your data and a contingency plan to make sure your products continue to be manufactured or your services are delivered.

Have you considered the role public relations can play in managing a crisis?

Risk managers seek to minimize — you guessed it — the company's risk. In some instances, it makes sense to deny liability, as when there's a question of fault. However, in a public crisis, this might not be your best approach. Consider your reputation, your corporate philosophy, and your customers when formulating your approach. It might make sense to accept blame to protect your most valuable asset — your good name.

Although people use the term "public relations" to describe everything from corporate image brochures to the duties of a sales clerk, "public relations" simply means using mass media to get an organisation's message to the public. Used effectively, public relations can prevent a critical situation from turning into a disaster that can do irreparable damage to the business's reputation and goodwill.

This Certificate in Risk and Crisis Management will perfectly guide you to always do the correct thing.



ABOUT THE PROGRAM



The course is ideal for:

- Communications managers
- PR executives
- HR personnel
- People likely to have strategic responsibility to identify reputational risk, crisis planning and incident management

ABOUT THE PROGRAM

Program Objectives

- Assess the threat of issues and incidents to reputation
- Identify and manage organisational cultures that have potential to create crisis
- Know what to say in the face of crisis
- Identify and manage reputational risk issues before they escalate into crisis
- Turn adversity into opportunity to defend or enhance reputation
- Create effective task forces to manage risk and crisis situations
- Apply case studies of organisations that have successfully managed reputational threats/crisis

Training Methodology

This highly interactive Aspire training course will involve active participation by all participants through a combination of direct instruction, analysis and evaluation of practical case studies, examples and exercises as well as discussions of current issues, policies, procedures and other “real life” issues arising within the participants’ respective organisations.

Program Summary

The course aims to not only endow you with the skills to identify and prioritise reputational risk issues but also how to turn these issues into an advantage. This course will prepare you to prove your leadership mettle by implementing some simple but highly effective cross-functional processes that gives senior management the reassurance that your organisation’s Reputation Risk management is in capable hands.

5 DAY COURSE OUTLINE

Day One:

- Introductions and Objectives
- What is a risk and crisis?
- What is public relations?
- Current roles and responsibilities within your organisation
- Strategic intent: Vision, Mission and Values
- Case Studies - Which risks and crisis demand action?

Day Two:

- Categorising risks and crisis
- Social media impact on risk and crisis management
- Managing fake news and ambiguity
- Common mistakes and how to manage them
- Case Study - Critical Thinking

Day Three:

- Creating a response team
- Roles and responsibilities
- Media training
- Case Study – How would you have handled it?

Day Four

- Creating a PR risk and crisis management plans
- Strategy management
- Managing stakeholders within your organisations
- Preparation for Day Five

Day Five

- PR Crisis Team Simulation
- End of workshop and certificates



PRICING AND DELIVERY

Our programs

Delivered :

- London – UK
- Kuala Lumpur – Malaysia
- Singapore
- Bangkok - Thailand

Times

Start 09.00

Finish 15.00

5 Day program is 30 learning hours

5-Day Program per person

£ 3195.00 (+VAT where applicable)

RM 16995.00 (HRDF Claimable 50%)

SGP 5595.00 (SGCC claimable 30%)

THB 122895.00 (10% Tax where claimable)

- Non-residential cost
- Includes certification from ITOL on final day
- Does not include hotel, flights and expenses
- Payment to made prior to training
- Each course will have a maximum of 12 delegates

WHY CHOOSE US?

Aspire consultant's real-world expertise creates application rich consulting and training experiences that advanced the business priorities of your organisation.

Working globally our delivery consultants of a mix of consulting engagements, training programs and customised keynote speeches drawn from all our solutions.

Our working approach with you is very simple...

Before

We help you identify the key objectives and needs that are required to show improvement from your people and your business.

During

We share with everyone, the outcomes they expect to see. Working towards actions and behaviour changes that improve people and business performance.

After

We provide ongoing measurements of key objectives and encouragement in the communication between all people, departments and your customers.



We are fortunate to work with many different types of organisations around the world, working with many blue chip company's and also Ministerial Departments such as Education, Transport and Health in the UK, Oman, Thailand and Vietnam.

We work within manufacturing, retail travel, hospitality, finance and so many more. So we understand our clients needs.

CONTACT US

www.aspire.me.uk

(+44) 0333 772 0369

Info@aspire.me.uk

WhatsApp (+44) 07966783643

Influence ~ Empower ~ Success

