

## RISK & CRISIS

**The two-day course gives you the tools to predict issues and manage risks, with a step-by-step guide on how to handle difficult situations during a crisis.**

**It is important for an organisation to prepare for events in order to avoid damaging their reputation. The training also prepares you for a crisis situation, developing a crisis plan, assembling a crisis team and putting it all into action.**

### YOU WILL LEARN:

- » Risk management as crucial to businesses
- » Managing risk exposure and reputation
- » Linking business continuity management, risk and issue management
- » UK and global standards of risk management
- » Identifying and developing issue management plans
- » Engaging and communicating difficult issues with key stakeholders
- » Role of social media in risk and issue management
- » Developing an effective pre-crisis plan: PAS 200
- » Developing a crisis management team and crisis communications
- » Recovery strategy

### DAY 1: RISK AND ISSUE MANAGEMENT

- » Risk, issue and crisis management: why these topics are so interdependent
- » Managing risk: compliance, governance and reputation
- » Organisational culture: risk exposure and appetite
- » Assessing vulnerability and threats
- » Risk committees and identifying risks

## LSPR TRAINING

Short, intensive courses for practicing PR and communications professionals.

Class groups are kept small to ensure the quality of the training.

## COURSES

- Advanced Management
- Branding
- Business Strategy for PR
- Business Writing
- Critical Incident Management
- CSR & Sustainability
- Human Resource Management
- Impression Management
- Leadership
- Personal Branding
- PR & Reputation Management
- Presentation Skills
- Press Release Writing
- Risk Management
- Social Media & Online Marketing
- Crisis Media Communications

## QUALIFICATION

Courses are CPD approved.  
Diploma / Adv. Certificate / Certificate

## DURATION

1 to 5 day courses

## LOCATION

Central London, UK.

## CONTACT US

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- » Developing risk frameworks: risk strategy; protocol and architecture
- » Risk scenarios
- » Issue management central to brand reputation management
- » Key elements of issue management: environmental scanning; identification; monitoring; analysis and strategic options
- » Environmental scanning using the Web and offline
- » Broad or narrow spectrum issues
- » Structure of an issue management plan
- » Mapping and assessing critical stakeholders
- » Issues communications: how to frame and re-frame an issue
- » Handling detractors and NGOs
- » Assessing how an issue will develop and mature
- » Examples of issue management plans and strategic options
- » Software and social media monitoring
- » Issue management, strategic anticipation and horizon scanning

## DAY 2: CRISIS MANAGEMENT

- » Assimilating risk and issue management factors into crisis planning
- » Risk and issue management are the roots of good pre-crisis preparation
- » Preparing a pre-crisis plan
- » Crisis management team: the brain and the body
- » The importance of crisis leadership
- » Role of staff during a crisis
- » Importance of social media and how online social stakeholder groups impact crisis situations
- » Crisis management is about perception management and problem-solving
- » Why traditional approaches to crisis management are less and less useful
- » Why you may not be the first to know

- » The PAS 200 document
- » Pre-prepared holding and media communications statements
- » Gold; silver; bronze – how do you wish to divide strategic decision making and operations?
- » Media and crisis communications during the acute phase of a crisis
- » Reputation management and social monitoring during a crisis
- » Developing a recovery strategy

## RECOGNITION

The Advanced Certificate is approved and recognised by the: Continuing Professional Development (CPD): [www.cpduk.co.uk](http://www.cpduk.co.uk)

## AWARD

CPD-Approved LSPR Professional Development Advanced Certificate

## ASSESSMENT

**During the sessions alongside presentations, we will refer to a number of current case studies and work on practical exercises. Participants will work on creating crisis plans. We want to encourage the sharing of ideas, engage in discussions, practice the concepts and gain feedback from the trainers. Classes are small in number, in order that participants fully benefit from a consultative approach.**