**Iverson Associates Sdn Bhd (303330-M)**
Suite T113 – T114, 3rd Floor, Centrepoint, Lebuh Bandar Utama
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Tel: 03-7726 2678    Fax: 03-7727 9737    Website: www.iverson.com.my

Course Outline : CC-300 - Crisis Communication Implementer ::

**Module Title    :    CC-300 - Crisis Communication Implementer**
**Duration        :    2.5 days**

## Course Description

Crisis Communication Implementer or CC-300 is a 2-day intermediate Crisis Communication course with a two and a half hour, 100 Multiple Choice Question (MCQ) based examination, following the successful completion of the course.

This intermediate-level course is suitable for professionals assigned to support the crisis communication effort. Course participants should have prior knowledge and experience in Business Continuity Management (BCM), Crisis Management (CM) and/or IT Disaster Recovery (DR).

Having understood the different types of organisational crisis scenarios from the foundation course, participants will be guided to take a examine their organisation's current threats and potential crises. Participants would be guided to perform a stakeholder analysis and identify issues in order to develop an appropriate crisis communication plan to manage a crisis situation.

If your organization has a full-time or designated corporate communication professional, this course will assist his/her understanding of crisis communication issues that are linked to the various BCM, CM and DR planning efforts. This course is also beneficial for BCM, CC and DR professionals who need to support the organisation's communication process during a disaster or crisis.

## Learning Outcomes

Participants will emerge with a clear understanding on the concepts of crisis communication (CC) and its processes. These include the understanding of the following:

*   Understand the activities and key deliverables with the CC planning methodology.
*   Identify and assemble the CC team members.
*   Assign the roles and responsibilities for each of the CC team member.
*   Identify audiences, stakeholders and interested parties.
*   Link crisis communications within and outside of the organization.
*   Perform risk assessment to identify the possible threats and incident scenarios such as riots, supply chain disruptions and product recalls.
*   Establish level of crisis.
*   Identify and develop the relevant CC strategies.
*   Understand media handling principles.

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## Who should attend

This course is designed for Middle Management, Department Representatives, Business Unit BCM Coordinators; BC/DR and CC Managers.

## Prerequisite

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## Course Outline