

Corporate Crisis Communications Preparedness

「企業危機公關攻防策略」

- Key principles to guide the establishment of crisis communications protocols and procedures
- How to build an effective crisis team of senior management (prior clarity of roles and responsibilities)
- Key principles to identify the gravest crisis scenarios specific to the nature of the business
- Different disclosure and notification sequence for internal and external audience (e.g. management, shareholders, staff, regulators, clients, traditional media, social media)
- How to spearhead the early planning of communications strategy and messaging

- 建立危機公關攻防策略的主要原則及依據
- 由高級管理層組成的危機應變團隊（事前訂明成員的角色及責任）
- 如何根據業務性質及原則性考量，歸納出影響最深遠的危機狀況
- 適合內外持分者需要的披露程度及次序（包括管理層、股東、員工、客戶、監管機構、傳媒，以及社交媒體）
- 怎樣預先部署公關策略及主要信息