

Course Outline 課程簡介

Measuring your Crisis Communications IQ: A Crisis Planning Gap Analysis for CEO's & Directors

As a CEO or Director how prepared are YOU to lead a reputational crisis attacking your company or organization? This seminar will introduce key strategies that you may have overlooked and should start to implement immediately to maintain and protect your corporate reputation.

This two-part workshop is designed as a 2 hour accelerated program aimed specifically at offering CEOs & Directors insights into:

I. **The New Communications Environment**

- An overview of the new media landscape and traditional, hybrid, social and owned media channels
- Managing crises in the age of social media
- Proactive vs. reactive crisis communications strategies
- Cyber-risks: What's the reputational threat to your company?

II. **Crisis Planning IQ: A Gap Analysis of Reputation Protection Essentials**

A step-by-step audit that evaluates your company's ability to:

- Understand key reputational risks and triggers and monitor them ongoing
- Respond to a crisis in an appropriate and timely manner

At the conclusion of the Gap Analysis, the trainer from Epic Communications will facilitate smaller break-out session where participants will:

- **Identify their own Crisis Planning IQ Score** of your organization's level of preparedness to manage its reputation
- **Break into Smaller Groups and Discuss Initial Recommendations** for what companies can do to better prepare
- **Identify Specific Opportunities for Next Steps** to address those gaps in your reputation protection program