

Learning Topic: Safety, Fire Fighting & Loss Prevention

Course Name: 3. Crisis Management, Recovery and Business Continuity.

Reference Code :SAF 313

Description:

Preparing for a crisis is not a luxury; it is a necessity. You know the odds are high that your company will suffer a disaster or crisis at some point. You cannot say you weren't ready; today's extreme public and government scrutiny demand that you should have been prepared.

This course provides participants with the opportunity to identify how a crisis can impact an organization and what should be done to mitigate its effects.

By attending this course, you will learn best practices in crisis communication management, situation analysis, risk assessment, crisis team formation and responsibilities, protocols, and resources to be used such as crisis manuals and communication tools.

Course Objective:

By the end of the course, participants will be able to:

- Identify the different types of crises and their aspects
- List the various principles of crisis communication
- Devise crisis management processes aimed at mitigating potential crises in their organizations
- Demonstrate the benefits of using the media in a crisis situation
- Evaluate and prioritize the dimensions involved in crisis communication management
- Analyze and interpret results achieved through crisis communication management

Program Methodology:

The training is conducted in a workshop fashion and is based with large capacity of training aid materials and practical sessions; and customized for SHE team in performing Crisis Management, Recovery and Business Continuity. Sessions include formal presentation, interspersed with directed discussion, workshops and case study. In addition, related videos will be shared and commented on.

United Arab Emirates

Emirates Towers, Level 41 Sheikh Zayed Road
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Kingdom of Saudi Arabia

Khobar Gate Tower
King Fahad Street , Khobar 31952

Kingdom of Saudi Arabia

101 Business Tower, 8th Floor
Al Jubail 35513, Bldg# 9278 ,KSA

Who Should attend?

This course targets team leaders, supervisors and managers of public relations sections as well as any staff member who may be involved in managing issues during a crisis.

Course Outline:

- Introduction
- Types of Crisis
- Overview of Crisis Risk Assessment Steps
- Management Crisis Plan
- Crisis Management and Communications
- Crisis Response
- Managing the Victim Dimension
- Social Media “Musts” for Crisis Communication
- Business Continuity Planning
- Incident Prevention
- Crises & Emotional Trauma

Course Duration	Date	Venue	Course Fee
5 Days			

Time: 08:00 AM -03:00 PM

Numbers of hours: 30 Hours

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