

CRISIS MANAGEMENT AND COMMUNICATION SOLUTIONS

Speaker: MR. PETER R. MORGAN

Part 1: Essential Critical Incident and Crisis Management

15 January 2019

Part 2: Essential Crisis and Media Communications

22 January 2019



“Think Ahead, Plan Smart and Communicate Effectively for any crisis”

Part 1: Essential Critical Incident and Crisis Management

Part 1 will discuss the essential elements of crisis management so that participants can better handle any crisis situation or event. Emphasis will be placed on the 2Ps and 3Rs (Prevention, Preparation, Response, Recovery and Review) of crisis management and consider proven techniques such as effective leadership, training and awareness, capacity and resilience, and multi-agency cooperation.

Programme Objectives

On completion of Part 1, participants will have a deeper understanding and the necessary tools to better plan, prepare and respond to a crisis to ensure a quick recovery and an early return to normalcy.

Programme Structure

Morning session

- Welcome, Introduction and Expectations
- Understanding Crisis
- What is Crisis Management?
- Introduction to the 2Ps & 3Rs of Crisis Management
- Prevention: Strategic Planning, Risk Identification, Risk Mitigation, Risk Treatment
- Preparation: Organisational Readiness, Awareness, Training, Capacity Building, Partnerships

Afternoon session

- Response: Leadership, Command & Control, Emergency Response, Public Management, Sustainability
- Recovery: Multi-Agency and Community Support, Emotional Issues
- Review: After Action Reviews, Gap Analysis, Common Mistakes
- Case Study
- Review of Takeaways and Concluding Remarks

Who should Attend?

Senior management with strategic responsibility for ensuring that effective crisis management and response measures & capability are in place, and those responsible for implementing the crisis response as well as recovery plan.



Speaker



Peter Roderick Morgan,
P.M.S.M. & P.D.S.M.

Mr. Peter Morgan is the Director of Potent Prep Limited and a recognised expert in crisis negotiation, communication and leadership. After retiring from the Hong Kong Police as an Assistant Commissioner, Mr. Morgan is now an Honorary Advisor & Fellow for the Hong Kong Police College and the Hong Kong Jockey Club Centre for Suicide Research and Prevention, Hong Kong University. Mr. Morgan received the Hong Kong Police Meritorious Service Medal (P.M.S.M.) in 2008 and the Hong Kong Police Distinguished Service Medal (P.D.S.M.) in 2015.

Mr. Morgan speaks, trains and consults internationally on crisis management, critical incident leadership, and crisis communications. He has provided training and keynote presentations to the Hong Kong Government; overseas law enforcement agencies; The California Association of Hostage Negotiators; The Interpol Strategic Planners Conference, France; The Public Safety & Internal Security Asia Conference, Malaysia; The ASEAN Regional Forum on Cross Sector Cooperation on Bio-Preparedness and Disaster Response Conference, Philippines; and the Asia Emergency Management Conference, Macau.

Part 2: Essential Crisis and Media Communications

Part 2 will guide participants to the essential elements of crisis and media communications so that they can better manage communication relating to any crisis event, and handle media enquiries effectively. Particular emphasis will be placed on identifying internal (e.g. employees, etc.) and external stakeholders (e.g. media, public, etc.) and effective means of engagement and partnerships before, during and after a crisis.

Programme Objectives

On completion of Part 2, participants will have a deeper understanding and the necessary tools to better manage the necessary communications skills required during a crisis. They will also have the opportunity to discuss case studies and participate in some experiential role-play and crisis communication simulation.

Programme Structure

Morning session

- Welcome, Introduction and Expectations
- What is Crisis Communications?
- Crisis Communications:
Strategic, Operational and Tactical
- Planning and Preparation:
Crisis Communication Teams, Coordination and Training
- Stakeholders and Partners:
Identification, Engagement and Collaboration
- Media Engagement and Management:
The role of the media, Handling the media,
Media Pitfalls
- Social Media Issues:
Monitoring and Responding, Damage Control and Leveraging

Afternoon session

- Crisis Communication Tools:
Spokesperson Selection and Training, Media Interviews,
Essential Body Language
- Case Studies and Discussion
- Simulation Practice and Exercises
- Review of Takeaways and Concluding Remarks

Who should Attend?

Senior management, executives and nominated spokespersons required to deliver and ensure effective crisis communications during an incident or crisis.

INSTITUTE OF ADVANCED EXECUTIVE EDUCATION

The Institute of Advanced Executive Education (IAEE) at The Hong Kong Polytechnic University (PolyU) is *Your Learning Vista for Dynamic Transformation*. Established in January 2011, IAEE develops advanced executive education and provides interdisciplinary courses. We embrace PolyU's promise of "Opening Minds · Shaping the Future" in designing programmes for senior executives, organisations and business professionals.

The Institute draws on PolyU's strengths to offer interdisciplinary executive education programmes in niche areas. Through our programmes, senior executives develop innovative thinking, enhance their leadership skills for strategic and operational excellence.

Advanced Executive Education is one of the four priorities set by the President of PolyU, Professor Timothy W. Tong, in his Inaugural Address in 2009. IAEE aims to enhance the University's reputation and connections with the private, public and professional sectors locally, nationally and globally.

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Registration and Enquiry

A completed registration form with cheque payable to "The Hong Kong Polytechnic University" should be sent to IAEE at room QR702, 7/F, Block R, The Hong Kong Polytechnic University. Spaces are limited, registration will be accepted on first-come-first-served basis.



Date: Part 1: 15 January 2019 (Tue)
Part 2: 22 January 2019 (Tue)

Time: 9:30 am - 5:00 pm

Venue: PolyU campus

Fees: HK\$6,000 per person for any part
HK\$10,800 (discounted) per person for both
(Lunch and refreshments are included)

Tel: (852) 3400 8476

Email: iaee.enquiry@polyu.edu.hk

Website: www.polyu.edu.hk/iaee

Address: Room QR702, 7/F, Block R, The Hong Kong Polytechnic University, Hung Hom, Kowloon

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