

# join.the.dots

## Crisis Communication Training & Workshop

It's not about the crisis – It's about how you handle it

*"Following each crisis is an opportunity, but you have to know how to take advantage of the crisis to let your best side shine," Gavin Moffat.*

What happens when a crisis strikes? How do you handle it? How quickly are you able to respond? What happens if your marketing director or CEO is out of contact? Do you have a drawer statement handy?

A crisis by its very nature has a limited number of potential outcomes. Things can generally work out well or badly. A neutral result is relatively infrequent.

Dealing with a crisis has less to do with the crisis than what has gone before and what happens afterwards.

With over 4 decades of marketing, reputation management and public relations experience between them, Ingrid Lotze and Gavin Moffat will immerse you in a brand in crisis, take you on a journey to understand the landscape and then give you practical ways of ensuring that a crisis will not be the end of your brand.

*At the end of the half-day session, your team will have an insight into:*

1. How to outline a couple of scenarios that could be threatening to the business;
2. What could happen that would significantly impact the reputation of the brand;
3. What could go wrong that could endanger customer relationships / lives / wildlife / the eco-system;
4. How to identify the ultimate decision maker and 2IC in all crises;
5. How to designate spokespeople to deal with media;
6. What should be shared and with whom;
7. How to organise and train departments and teams that would need to be mobilised and in what order, with what responsibilities, reporting lines and latitude to do their job in a crisis;
8. How to identify government department or agencies, civil organisations and other stakeholders that need to be part of the crisis-resolution team;
9. Draft some material that can be used on the spot that covers basic info; and
10. How to communicate as a team when in crisis.



086 001 7411



awesome@jtd.co.za



www.jtd.co.za

## What you get:

1. 1 X ½ day Crisis Communication Training and Workshop.
2. Crisis communication check list.
3. Crisis management flow chart.
4. Crisis communication hints and tips.
5. Likeliest scenario outline for drawer future statement.

## We've trained people from:

Persotel, PQ Africa (now Business Connexion), CellSys, Fujitsu Siemens, Tarsus Technology Group, Ericsson sub-Saharan Africa, Ask Afrika, JunkMail, HP, Sun Microsystems, MB Technologies, Mziiki, Systemsfusion, Acer, Logitech, KWW, AL Indigo, Spycatcher, Ingram Micro, Storgate, KWW, FNB, Liberty, Unilever, ABSA Capital, Anglo American, British American Tobacco, BP, Dube Transport Corporation, Cartrack, Imperial Logistics, JSE, Main Street Bank (Nigeria), Shanduka Black Umbrella, StanLib, Standard Chartered, Wesbank and Momentum.

## The details:

- **DURATION AND VENUE:** a customised 5-hour session at a local venue or at your offices.
- **NUMBER OF DELEGATES:** 1 to 5 delegates per session (from the same company or group).
- **INTERACTIVE AND EXPERIENTIAL:** Absolutely

### The small print in normal font size

Terms are COD and budget includes venue hire, refreshments, session notes, performance reports and copies of the delegates interviews. Airfares and accommodation for both trainers and trainees (if necessary) are not included in the fee.

### Cancellation policy

Cancellations or postponements of confirmed bookings attract a cancellation fee as follows: A cancellation or postponement of a confirmed booking more than 14 days in advance attracts a 50% cancellation fee. Cancellation or postponement of a confirmed booking 14 days or less before the confirmed date attracts a 100% cancellation fee.

## about the trainers

With over 40 years of presentation experience between them, Ingrid Lotze and Gavin Moffat will take you on a guided and personalised journey that will show you how many of your fears of public speaking and presenting are based on misunderstandings. They talk about body language and how it can be a key business tool and what it's like to walk out the other side of a presentation feeling elated at your performance.



### INGRID LOTZE

Ingrid is a volunteer, communicator, certified facilitator & life coach, trainer, Scuba Instructor, PRISM, Loeries & Sports Awards judge and a women's work enthusiast.

As Past President Elect of PRISA (Public Relations Institute of South Africa) she has been an Accredited Public Relations Practitioner (APR) since March 1994 and she has been running her reputation management consultancy with her business partner and husband since 1998.

Her career spans both internal departments and various top consultancies, and is dominated by working with international and local organisations that are leaders in their fields.

She is well versed in most types of communication, including the art of lip reading.



### GAVIN MOFFAT

Gavin is a speaker, writer and common sense evangelist. As the co-founder and pothole spotter of join.the.dots, he teaches game-changing techniques for busting through "it's complicated", cultivating clear thinking, and boosting common sense.

Through speaking, writing, training, consulting and coaching, he shares tools, thinking techniques and questions that challenge the accepted norm and lead to "aha" moments that translate into clarity, new skills and shifts in people's productive and effective work lives.

Gavin is a technical diver, lapsed microlight pilot, composer of electronic music, and author of the soon-to-be published book titled "Swimming with Sharks - Simple business guidelines for a complex world".