

Crisis Communication Management And Media Interview Simulation

Introduction

It is understood that any company, industrial/manufacturing enterprise should be well prepared in managing properly any kind of emergency that threatens to harm the company and its organization. Risk of crisis may happen at any time. Therefore, each business unit in the industry must have an emergency plan in place and each staff must be well trained to possess the ability to handle effectively an emergency.

The training materials not only contain academic theories for deeper understanding on what and how to be prepared facing a crisis, as it also open-up legendaric case studies and practical knowledge on basic communication. Most importantly a full training on facing the “severe” media interviews, with TV journalists shooting camera, is part of a special training for managers/staff personnels as a simulation training is provided.

Trainer: Dr. Ujang Rusdianto, S.I.Kom., M.IKom.

WAKTU PELAKSANAAN

22 - 23 April 2027

09:00 - 17:00 WIB

TEMPAT PELATIHAN

Location: Kuretakeso Hotel - Kemang / Best Western Premier - Cawang / The Aryaduta Hotel Semanggi

Harga

Group Price: Rp 5.350.000
Full Fare: Rp 5.950.000

**) Harga di atas tidak dikenakan PPN 11%, sudah termasuk makan siang, snack, sertifikat, dan modul.*

Training Method

1. Interactive presentation to achieve comprehensive understanding and motivation on Crisis Management & Communication Planning. Risk Management and Damage Control based on

Public Relations aspects will be discussed and noted.

2. Hands-on simulation in Media handling – staff will have to practice in Media Relations and especially in accurately and timely giving information. Communication technique in answering questions to “investigative” journalists will be drilled.

Topics for Discussions

1. Risk, Crisis and Issues. Risk of the industry handling flameble materials: fire; other risks and issues which may damage company’s reputation
2. Be prepared! Facing emergency of fire explosion. Safeguard employees and the community.
3. Practical guide lines in Media Relations: Preparing the News Release, setting up the Crisis Center; the 5 W + 1 H Concept
4. Internal communication preparedness: to the employees, to staff’s family members as well as close business suplyers and users/consumers. External relations: to the stakeholders including the authority (police, hospital, fire fighters office), to Trade/Industry Association, to the neighbouring factories, to NGOs
5. Restoring normal operations as quickly as possible: Communication Strategy in Damage Control
6. Hands-on exercises on facing the Media will be video taped and re-run as learning process.

Drs. Ludwig Suparmo, M.Si

Ludwig Suparmo: Menyelesaikan studi S 2 Manajemen Ilmu Komunikasi dalam waktu singkat dengan kelulusan cum laud setelah bekerja selama 30 tahun dimulai dari Sales Promotion Rep., menaiki jenjang Supervisor, Manajer Lapangan, Direktur Agency, hingga ke GM dan Konsultan di berbagai perusahaan ternama internasional maupun perusahaan nasional. Sejak 20 tahun lalu diundang menjadi pembicara/trainer dan memberi kuliah di berbagai institusi dan perusahaan ternama. Mendapat pelatihan dan pendidikan manajemen di Manila, Filipina dan London, UK.

Instruktur Pelatihan

Dr. Ujang Rusdianto, S.I.Kom., M.IKom.

Ujang Rusdianto adalah akademisi, praktisi, dan konsultan komunikasi dengan pengalaman lebih dari 12 tahun di bidang komunikasi korporasi dan strategic communication. Saat ini, ia merupakan mahasiswa Program Doktor Ilmu Komunikasi di Universitas Sahid Jakarta dengan fokus kajian pada Komunikasi Korporasi.

Secara profesional, Ia telah berpengalaman sebagai konsultan komunikasi di sejumlah lembaga konsultan terkemuka di Jakarta, termasuk Cinggarindo Galba dan Link. Selain itu, ia juga aktif sebagai Corporate Trainer yang memberikan pelatihan bagi berbagai perusahaan, baik nasional maupun multinasional, dalam pengembangan strategi komunikasi, penguatan reputasi organisasi dan keterampilan komunikasi.

Di bidang akademik, ia merupakan dosen di Fakultas Ilmu Komunikasi, Program Studi Strategic Communication, Universitas Multimedia Nusantara, Tangerang. Ia aktif melakukan riset, menulis, serta menjadi narasumber dalam berbagai forum publik, khususnya terkait isu komunikasi bisnis, reputasi perusahaan, dan keberlanjutan (sustainability).

Sebagai penulis, ia telah menghasilkan berbagai buku yang membahas bisnis dan sustainability, yang menjadi referensi praktis maupun akademik. Diantaranya berjudul: Digital Customer, Marketing Communication, CSR Communication, Employee Branding, Online Community Relations, dan Brand Communication.

Selain berkarier di dunia akademik dan konsultasi, ia juga merupakan Business Owner dari Kasa 1 Group, sebuah grup usaha yang bergerak di berbagai sektor, meliputi Perkebunan, Online Retail, Logistik, Kuliner, dan Education.

Fokus Keahlian:

- Strategic Communication
- Brand and Corporate Reputation
- Digital & Marketing Communication
- Customer Relationship Management (CRM)
- Investor Relations
- Media Relations
- Crisis Communication
- Corporate Social Responsibility (CSR)

Sertifikasi Profesional:

- Training of Trainer (TOT) Level 6
- Sertifikasi Pekerti
- Digital Marketing Manager
- Public Relations Specialist
- GRI Standard (Sustainability Reporting)
- MICE (Meeting, Incentive, Convention, Exhibition)

Dengan kombinasi pengalaman akademik, praktis, dan kewirausahaan, Ujang Rusdianto berkomitmen untuk mendorong pengembangan komunikasi korporasi yang strategis, berkelanjutan, dan berdampak.

CONTACT US

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