

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: Drs. Ludwig Suparmo, M.Si

WAKTU PELAKSANAAN

23 - 24 Agustus 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

Drs. Ludwig Suparmo, M.Si

Ludwig Suparmo. Pelaku manajemen praktis, bekerja 56 tahun di berbagai industri Multi National Companies dan perusahaan nasional terkenal. Sambil bekerja menyelesaikan pendidikan Sarjana FISIP jurusan Adminstrasi Niaga, menyelesaikan Magister Ilmu Komunikasi dengan cum laud ketika berumur 60 tahun. Di undang oleh berbagai perusahaan/instansi pemerintah membagi ilmu dan pengalaman antara lain: Bank Indonesia Jawa Tengah, BPK Jawa Tengah, PELNI, dan beberapa instansi lain. Menjadi Lead Trainer di Value Consult Training & People Development, memberikan pelatihan yang diikuti oleh jajaran pimpinan dan senior maupun junior managers perusahaan BUMN dan Swata. Tiga kali dalam 4 tahun memberikan pelatihan dan simulasi komunikasi dalam Manjemen Krisis untuk perusahaan Fortune 500 yang memiliki 3 pabrik di DKI dan Jawa Barat. Memberikan presentasi sebagai dosen tamu beberapa kali di FISIP Universitas Indonesia, Universitas Negeri Jakarta, Univ. BINUS dan London School of Public Relations. Mantan dosen Sekolah Tinggi Ilmu Komunikasi InterStudi, Jakarta. Menulis beberapa penelitian kualitatif untuk berbagai Jurnal, termasuk Jurnal LIPI dan On-line Journal Pax Humana (UKSW).

Buku Akademik dan Popular Science yang diterbitkan:

- Aspek Ilmu Komunikasi dalam Public Relations (2011),
- Manajemen Krisis (2011),
- Manajemen Krisis, Isu, dan Risiko (2018),
- Manajemen Agar Tidak Stres (2018).
- Dalam proses editing buku Bunga Rampai Pengembangan Karakter – Acuan bagi Program Pemerintah Meningkatkan Kualitas SDM Bangsa (segera terbit di tahun 2019).

Spesialisasi memberi pelatihan/seminar/workshop dalam Pengetahuan Praktis Ilmiah: CSR/Community Development, Corporate Branding, Integrated Marketing Communication, Crisis, Issues and Risks Management, Panic & Stress Management, Conflict Management, Compliance Management, Millenneal Generation Management, dan facilitator: Business English.

CONTACT US

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