

Emergency Response & Media Simulation

Introduction: When disaster strikes “Panic” is not the solution; appropriate response and media handling knowledge is the concern. Emergency response and how to start handling it becomes most important skills for Health Safety Environment & Security (HSES) managers/officers and the Communication Division.

Next steps are how to coordinate the messages effectively in close cooperation with the Public Relations or Communication Division. The Emergency Response coordinator must have formed the Corporate Emergency Team and decide on the spoke person to liaise with the media. The media, however, have no interest in the success or failure of the cooperation. Their main task is to find the credible sources for their news and disseminate the “good news” swiftly to the public; resulting in a race to get on air their “Breaking News”.

Trainer: Ludwig Suparmo & Nugroho Setiatmadji

WAKTU PELAKSANAAN

01 - 02 September 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.*

In Emergency and disaster, incident might lead to Crisis Management which the corporation needs to be prepared, be available and be credible; therefore, the Emergency Response training is preparing the HSES managers’ and the communication team as planning and preparation through media simulation is a key success.

This training program is a comprehensive preparedness and alertness training that includes: understanding of the basic functions of HSES tasks; coordination between the HSES team and the communication team (PR Division) so that communication advice and input to the Business Unites of the company is activated. The training also prepares a tailor made scenario planning suiting to each specific industry. It will be developed to an incident-plan, wherein media interview simulation is conducted. After the incident has calmed down, a press conference scenario needs to be conducted. The assigned managers in charge would be trained for a “severe investigative” media questions.

The training will also be backed-up with a session on facing a panic & stress situation, through a Panic Attack and Stress Management.

The training will be supported by experts in PR writing skills, most notable is writing an effective press release. A Media Relations program is also part of the important session in facing an Emergency Response.

A Training Out-Line will be designed meeting the specific needs of the industry; however, on the following page a general out-line is prepared as guide lines. A comprehensive training is scheduled for at least two (2) days of a total eight (8) sessions, ideally as a Company’s In-House Training, however, a Public Training may also be considered. The training will be presented in Bahasa Indonesia and/or in English.

Case studies: Most valuable in a learning process is the analyzing of real happening case studies: critiques and setting-up systematic approach will lead to better decision making. Presentation of case studies will be suited to the business industry; such as factory fire, in side factory accidents, building structure collapse, nature & pollution disasters emergency response, transportation accidents, product tampering & consumer’s incidents, etc.

Who should attend: CEO, Managing Director, President Director, General Manager, Plant Manager, Factory Manager, HSES Team, PR or Communication Division Team, Business Units Managers, General Affairs & Human Capital Managers, Marketing, Distribution or Sales Managers, Branch Managers.

HSES Speaker: An experienced HSES Mananger of a reputable company will be invited to highlight the importance of HSES Manangement.

Training Out-line:

- HSES Systems and its implementation
- Identifying the real crisis problem
- Establishing Executive Operational Team
- Be Prepared – Be Available – Be Credible
- Say your concerns – Ensure accuracy
- Take quick actions & developing alliance
- Deciding on priority actions
- Strategic anticipative actions & systematic handling
- Handling difficult media interview & Media Relations
- Disaster & Damage Control

- Keep monitoring, analysing & controling
- Establishing continuous training & simulation exercises

Instruktur Pelatihan

Ludwig Suparmo & Nugroho Setiatmadji

Lead Trainer:

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.

gency), Fortune Advertising & PR Agency (foremost National Agency liaising with Government Institutions) and Indo Pacific Corporate Reputation Consultants.

Co-Trainer:

Nugroho Setiatmadji: 20 years experience in Media Relations and Media Monitoring Department of Fortune Indonesia, Burson Marsteller, and Indo Pacific which then is acquired by Edelman Public Relations Global Network.

HSES Speaker: An experienced HSES Mananger of a reputable company will be invited to highlight the importance of HSES Manangement.

CONTACT US

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