

PDP

CRISIS COMMUNICATION MANAGEMENT SERIES

SERI 1

Golden Rules for Protecting Organization's Reputation

Sept 22, 2023
13.30-16.30



Charles R. Vorst, M.M., CERG, CCGO, CGOP, ERMCP, QCRO, QRGP
Chairman of Indonesia Risk Management Professional Association, Member of National Mirror Committee for ISO/TC 262; ISO/TC 309

SERI 2

Getting the Right Start of Understanding a Potential Reputation Crisis Better: Reputational Risk Assessment

Sept 26, 2023
09.00-12.00



Yenny Koestijani
Board Member IRMAPA

SERI 3

Boost Organization Reputation Through Storytelling

Sept 27, 2023
09.00-12.00



Meilinda, M. A.
Story Teller, Acting Coach, Lecturer in English for Creative Industry, Office of Institutional Advancement Director

SERI 4

Protecting Your Organization Reputation During Crisis Through Communication

Sept 29, 2023
13.30-16.30



Felicia Goenawan, SE, M. SI
Human Communication Expert, Lecturer in Communication and Certified Behavior Analyst

SERI 5

The Ultimate Guide for Online Media Monitoring

Oct 3, 2023 | 09.00-12.00

Joanne Tjahyana, S. Kom., MMM
Multimedia Consultant, Analyst, and Developer
Lecturer in Communications & New Media Studies



Oct 4, 2023
09.00-12.00



Thema Hanif P Head of Analyst
Aqsath Rasyid N Chief Executive Officer

SERI 6

Effective Strategy in Handling Negative Publicity in Media

Oct 6, 2023
13.30-16.30



Dr. Fanny Lesmana
Senior Journalist, Book Author and Public Relation Trainer
Lecturer in Communication and Journalism Studies



HARGA PAKET
~~Rp. 3.900.000~~
Rp. 3.510.000 (Umum)
Rp. 3.159.000 (Anggota IRMAPA)

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CRISIS COMMUNICATION MANAGEMENT SERIES

SERI 1

Golden Rules for Protecting Organization's Reputation

Recommended for staff up to commissioner level

Sept 22 2023
13.30-16.30



Charles R. Vorst, M.M., CERG, CCGO, CGOP, ERMCP, QCRO, QRGP
Chairman of Indonesia Risk Management Professional Association, Member of National Mirror Committee for ISO/TC 262; ISO/TC 309

Course Materials

- > Essentials of Risk & Risk Management
- > Reputational Risk: Definitions, Types, Sources, and Impacts
- > Reputational Risk Management in the context of Enterprise Risk Management (inc'd 10 Golden Rules, Questions should be addressed by the board on reputational risk management, 3 Lines Model for reputational risk management)
- > ISO 31000-based Reputational Risk Management

Registration Fee

600K

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Paket: Rp. 3.510.000 (+10% anggota IRMAPA)



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CRISIS COMMUNICATION MANAGEMENT SERIES

SERI 2

Getting the Right Start of Understanding a Potential Reputation Crisis Better: Reputational Risk Assessment

Recommended for staff up to commissioner level

Yenny Koestijani
Board Member IRMAPA



**Sept 26
2023**
09.00-12.00

Course Materials

- > Reputational Risk Assessment - Building Organizational Capability for Managing Crisis
- > Crisis Management in the context of Business Continuity Management
- > Crisis Communication Planning- Workshop: Reputational Risk Assessment

Registration Fee

600K

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CRISIS COMMUNICATION MANAGEMENT SERIES

SERI 3

Boost Organization Reputation Through Storytelling

Recommended for Public Relations, Corporate Communication, Marketing Communication. Content Writer

Sept 27 2023
09.00-12.00



Meilinda, M. A.

Story Teller, Acting Coach, Lecturer in English for Creative Industry, Office of Institutional Advancement Director

Course Materials

- > Manfaat menggunakan storytelling dalam Manajemen Risiko Reputasi
- > Cara menciptakan storytelling yang baik
- > Cara menganalisa potensi keberhasilan dari storytelling yang direncanakan

Registration Fee

600K

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Methods

- > Lokakarya membuat ide storytelling, diskusi, dan studi kasus



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CRISIS COMMUNICATION MANAGEMENT SERIES

SERI 4

Protecting Your Organization Reputation During Crisis Through Communication

Recommended for Corporate Communication (staff up to manager) & HRD

**Felicia Goenawan,
SE, M. SI**

Human Communication Expert,
Lecturer in Communication and
Certified Behavior Analyst



Sept 29
2023

13.30-16.30

Course Materials

- Aspek Krisis Internal dan Eksternal
- Prinsip Dasar Reputasi
- Tipe Kluster Krisis dan Strategi Respon
- Sistem Penerimaan Informasi oleh Pegawai dan Personality Test

**Registration
Fee**

600K

DISC 10%

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Paket: Rp. 3.510.000
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CRISIS COMMUNICATION MANAGEMENT SERIES

SERI 5

The Ultimate Guide for Online Media Monitoring

Recommended for Public Relations, Corporate Communication,
Marketing Communication, Social Media Manager

Oct 3
2023
09.00-12.00

Joanne Tjahyana, S. Kom., MMM

Multimedia Consultant, Analyst, and Developer
Lecturer in Communications & New Media Studies

Oct 4
2023
09.00-12.00



**Thema Hanif
Pretama**
Head of Analyst



**Aqsath Rasyid
Naradhipa**
Chief Executive Officer

Course Materials

- Mendeteksi dengan cepat berita & konten yang beresiko membahayakan reputasi seperti hoax, false news, & fake news
- Langkah-langkah praktis media monitoring untuk memantau pemberitaan & konten pada media sosial & portal berita
- Workshop monitoring media sosial dan portal berita menggunakan tools yang tepat dan efektif, meliputi:
 - a. Memantau volume konten & pemberitaan
 - b. Memantau sentimen & issue populer
 - c. Memantau & mengukur dampak campaign
 - d. Mendeteksi & memantau opinion leaders seperti influencers & buzzer
 - e. Monitoring & perbandingan dengan kompetitor
 - f. Mengambil & menganalisis data yang tepat
 - g. Contoh & study case penggunaan tools
- Seberapa penting monitoring media dilakukan secara optimal (sendiri/outsourse)

Dengan menambah Rp 300.000 dapatkan sesi workshop *Implementation of Media Monitoring Tools in Crisis Communication*. Peserta akan diberikan cara menentukan Akun, Kata Kunci dan Tagar berdasarkan Objektif Institusi.

Peserta akan dipandu untuk proses setup dashboard untuk Mengoptimalkan Online Media Monitoring Tools. Pada akhirnya, peserta dapat membuat report dengan menggunakan media monitoring tools

Registration Fee

600K + 300K 

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CRISIS COMMUNICATION MANAGEMENT SERIES

SERI 6

Effective Strategy in Handling Negative Publicity in Media

Recommended for Public Relations, Corporate Communication, Marketing Communication

Dr. Fanny Lesmana

Senior Journalist, Book Author and Public Relation Trainer
Lecturer in Communication and Journalism Studies



Oct 6 2023
13.30-16.30

Course Materials

- > Cara respon dari berita dan kode etik pers
- > How to make a press release yang menggetarkan hati
- > Memiliki hubungan baik dengan pihak redaksi/ content creator
- > Memanfaatkan media sosial
- > How to build a press conference (online/offline) to handle the bad things
- > 5W 1H

Registration Fee

600K

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