











## PDP **CRISIS COMMUNICATION** MANAGEMENT he series

**GOLDEN RULES** FOR PROTECTING

GETTING THE RIGHT UNDERSTANDING A POTENTIAL REPUTATION REPUTATIONAL RISK ASSESSMENT

(irmapa)

**23 NOV** 09.00-12.00



26 NOV 13.30-16.30

Raden Rachmadi Gustrian , S.T., M.M., ERMCP, QCRO, QRGP, CCGO, PAU, CGRCOP

VP Sistem Manajemen PT Pelabuhan Indonesia (Persero) Group



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 & Doctor 100 (2017) April 1

PROTECTING YOUR ORGANIZATION REPUTATION **DURING CRISIS THROUGH** COMMUNICATION



Felicia Goenawan, SE, M. SI

Human Communication Expert Lecturer in Communication and Certified Behavior Analyst 03 DEC

13.30-16.30

**14 DEC** 09.00-12.00

Joanne Tjahyana, S.Kom., MMM

Multimedia Consultant, Analyst and Develope Lecturer in Communications and New Media Studies



EFFECTIVE IN HANDLING **NEGATIVE PUBLICITY** 



Dr. Fanny Lesmana

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

**17 DEC** 13.30-16.30

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# **GOLDEN RULES** FOR PROTECTING

ORGANIZATION'S REPUTATION

## Recommended for staff up to commissioner level

## **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

23 NO



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Chairman of Indonesia Risk Management Professional Association, Member of National Mirror Committee for ISO/TC 262 & Comp. ISO/TC 309

**BIAYA PENDAFTARAN** 

Diskon 20% untuk anggota IRMAPA & internal Petra (dosen dan staf), mahasiswa disc 50%, alumni petra disc 10%

Paket Rp. 1.800.000

Lembaga Pendidikan disc 10%



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# GETTING THE RIGHT START OF **UNDERSTANDING** A POTENTIAL REPUTATION

CRISIS BETTER

## REPUTATIONAL RISK ASSESSMENT



Recommended for staff up to commissioner level

#### **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



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60 CONTINUING CONTINUI

PDP CRISIS COMMUNICATION MANAGEMENT SERIES

## PROTECTING YOUR ORGANIZATION REPUTATION **DURING CRISIS THROUGH** COMMUNICATION

#### Recommended for:

- Corporate Communication (staff up to manager)
- HRD

### COURSE MATERIALS:

- Aspek krisis internal dan eksternal
- Prinsip dasar reputasi
- Tipe kluster krisis dan strategi respon
- Sistem penerimaan informasi oleh pegawai dan personality test

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Felicia Goenawan, SE, M. SI

Human Communication Expert Lecturer in Communication and Certified Behavior Analyst

03 DEC

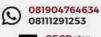
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## THE ULTIMATE GUIDE FOR ONLINE MEDIA MONITORING

#### Recommended for:

- Public Relations
- Corporate Communication
- Marketing Communication
- Social Media Manager

## **COURSE MATERIALS:**

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



Joanne Tjahyana, S.Kom., MMM

Multimedia Consultant, Analyst and Develope Lecturer in Communications and New Media Studies

## **BIAYA PENDAFTARAN**

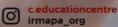
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## EFFECTIVE STRATEGY IN HANDLING **NEGATIVE PUBLIC** IN MEDIA

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

## **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 konten creator
- Memanfaatkan media sosial
- How to build a Press Conference (online/offline) to Handle the **Bad Things**
- 5W + 1H



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## **BIAYA PENDAFTARAN**

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