

PDP CRISIS COMMUNICATION MANAGEMENT

the series

1
GOLDEN RULES FOR PROTECTING ORGANIZATION'S REPUTATION
(irmapa)

2
GETTING UNDERSTANDING A POTENTIAL REPUTATION CRISIS BETTER 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, QRGF, CCGO, PAU, CGRCOP
VP Sistem Manajemen
PT Pelabuhan Indonesia (Persero) Group



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

3
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 Developer
Lecturer in Communications and New Media Studies



4
THE ULTIMATE GUIDE FOR ONLINE MEDIA MONITORING

5
EFFECTIVE STRATEGY IN HANDLING NEGATIVE PUBLICITY IN MEDIA



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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CRISIS COMMUNICATION MANAGEMENT SERIES

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

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BIAYA PENDAFTARAN

400k

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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IRMAPA

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CRISIS COMMUNICATION MANAGEMENT SERIES

GETTING THE RIGHT START OF UNDERSTANDING A POTENTIAL REPUTATION CRISIS BETTER REPUTATIONAL RISK ASSESSMENT

2

26 NOV

13.30-16.30

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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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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CRISIS COMMUNICATION MANAGEMENT SERIES

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 :

- Memantau volume konten dan pemberitaan
- Memantau sentimen dan issue populer
- Memantau dan mengukur dampak campaign
- Mendeteksi dan memantau opinion leaders seperti influencers dan buzzers
- Monitoring & perbandingan dengan kompetitor
- Mengambil dan menganalisa data yang tepat
- Contoh dan study case penggunaan tools

- Seberapa penting monitoring media dilakukan secara optimal (sendiri atau outsource)

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CRISIS COMMUNICATION MANAGEMENT SERIES

EFFECTIVE STRATEGY NEGATIVE IN HANDLING PUBLICITY IN MEDIA

Recommended for :

- Public Relations
- Corporate Communication
- Marketing Communication

17 DEC
13.30-16.30



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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