

### GOLDEN RULES FOR PROTECTING ORGANIZATION'S REPUTATION

21/6

09.00-12.00



**Raden Rachmadi Gustrian, S.T., M.M., ERMCP, QCRO, QRGP, CCGO, PAU, CGRCOP**  
Sekretaris Jenderal IRMAPA

24/6

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 282 & ISO/TC 309

### PROTECTING YOUR ORGANIZATION REPUTATION DURING CRISIS THROUGH COMMUNICATION

28/6

09.00-12.00



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



# CRISIS COMMUNICATION MANAGEMENT

<https://bit.ly/3GJ3bFR>

*The series*

### THE ULTIMATE GUIDE FOR ONLINE MEDIA MONITORING

01/7

13.30-16.30



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

### EFFECTIVE STRATEGY IN HANDLING NEGATIVE PUBLICITY IN MEDIA

05/7

09.00-12.00



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

### (new) BOOST YOUR ORGANIZATION THROUGH STORYTELLING REPUTATION

12/7

09.00-12.00



**Meilinda, M.A.**  
Storyteller & Acting Coach  
Lecturer in English for Creative Industry  
Office of Institutional Advancement Director



# PDP

## CRISIS COMMUNICATION MANAGEMENT SERIES

Recommended for staff up to commissioner level

### GOLDEN RULES FOR PROTECTING ORGANIZATION'S REPUTATION



**Raden Rachmadi Gustrian, S.T., M.M., ERMCP,  
QCRO, QRGP, CCGO, PAU, CGRCOP**  
Sekretaris Jenderal IRMAPA



**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

21 / 6

09.00-12.00



<https://bit.ly/3GJ3bFR>

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and Promos by Register**

### 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

### BIAYA PENDAFTARAN

**400k**

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

Paket Rp. 2.100.000

Lembaga Pendidikan disc 10%

Bagi peserta bulan November-Desember 2022 yang telah mendaftar dan melakukan pembayaran sampai dengan bulan Juni 2022 akan mendapatkan harga dan promo saat ini



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## CRISIS COMMUNICATION MANAGEMENT SERIES

Recommended for staff up to commissioner level



# 24/6

13.30-16.30



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

Sekretaris Jenderal IRMAPA

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

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## BIAYA PENDAFTARAN

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## 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



# PDP

## CRISIS COMMUNICATION MANAGEMENT SERIES

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



### Felicia Goenawan, SE, M. SI

Human Communication Expert  
Lecturer in Communication and  
Certified Behavior Analyst

28 / 6  
09.00-12.00

## PROTECTING YOUR ORGANIZATION REPUTATION DURING CRISIS THROUGH COMMUNICATION

### COURSE MATERIALS:

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

### BIAYA PENDAFTARAN

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Diskon 20% untuk anggota IRMAPA & internal Petra ( dosen dan staf ), mahasiswa disc 50%, alumni petra disc 10%  
Paket Rp. 2.100.000  
Lembaga Pendidikan disc 10%

SAVE YOUR SEAT LOCK  
PRICES AND PROMOS!

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## CRISIS COMMUNICATION MANAGEMENT SERIES

01 / 7

# THE ULTIMATE GUIDE FOR ONLINE MEDIA MONITORING

13.30-16.30

### 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 Developer  
Lecturer in Communications and New Media Studies

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and Promos by Register**

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### Recommended for :

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



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## CRISIS COMMUNICATION MANAGEMENT SERIES

# EFFECTIVE STRATEGY NEGATIVE PUBLICITY IN HANDLING IN MEDIA

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7

09.00-12.00



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

#### Recommended for :

- Public Relations
- Corporate Communication
- Marketing Communication

#### 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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## CRISIS COMMUNICATION MANAGEMENT SERIES



**Meilinda, M.A.**

Storyteller & Acting Coach  
Lecturer in English for Creative Industry  
Office of Institutional Advancement Director



12 / 7

09.00-12.00

# BOOST YOUR ORGANIZATION THROUGH STORYTELLING REPUTATION

### COURSE MATERIALS:

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

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### BIAYA PENDAFTARAN

# 400k

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

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Lembaga Pendidikan disc 10%

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### Recommended for :

- Public Relations
- Corporate Communication
- Marketing Communication
- Content Writer