

8 PSB LSP MKS Certification Holder



# RDP CRISIS COMMUNICATION MANAGEMENT

*the series*

**GOLDEN RULES**  
FOR **PROTECTING**  
ORGANIZATION'S REPUTATION

22/11  
09.00-12.00



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

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

25/11  
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

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

29/11  
09.00-12.00



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

THE **ULTIMATE GUIDE**  
FOR ONLINE **MEDIA MONITORING**



01/12  
09.00-12.00



**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

13/12  
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 **REPUTATION**  
**STORYTELLING**

16/12  
13.30-16.30



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

02/12  
13.30-16.30



**Thema Hanif Pratama**  
Head of Analyst



**Aqsath Rasyid Naradhipa**  
Chief Executive Officer



**HARGA PAKET :**

~~Rp. 3.900.000~~

**Rp. 3.510.000** (Umum)

**Rp. 3.159.000** (Anggota IRMAPA)

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

[c.educationcentre  
irmapa\\_org](https://www.instagram.com/irmapa_org)

[cec-petra@petra.ac.id](mailto:cec-petra@petra.ac.id)  
[sekretariat@irmapa.org](mailto:sekretariat@irmapa.org)

081904764634  
08111291253

[CECPetra  
irmapa.org](https://www.facebook.com/CECPetra)

8  
PSB

LSP MKS  
Certification Holder



## PDP

### CRISIS COMMUNICATION MANAGEMENT SERIES

Recommended for staff up to commissioner level

# GOLDEN RULES

FOR PROTECTING ORGANIZATION'S REPUTATION

**22  
NOV**  
09.00-12.00

**BIAYA PENDAFTARAN**  
**600k**

- Diskon 10% untuk anggota IRMAPA & internal Petra ( dosen dan staf ), mahasiswa disc 50%, alumni petra disc 10%
- Paket Rp. 3.510.000 (+10% anggota IRMAPA)
- Lembaga Pendidikan disc 10%



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



**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

### 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

**CECPetra**  
irmapa.org

**c.educationcentre**  
irmapa\_org

**081904764634**  
08111291253

**cec-petra@petra.ac.id**  
sekretariat@irmapa.org

## PDP

### CRISIS COMMUNICATION MANAGEMENT SERIES

Recommended for staff up to commissioner level

# GETTING

THE RIGHT START OF

# UNDERSTANDING

# 25 NOV

## A POTENTIAL REPUTATION

CRISIS BETTER

## REPUTATIONAL RISK ASSESSMENT

13.30-16.30



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



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

### 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

### BIAYA PENDAFTARAN

## 600k

- Diskon 10% untuk anggota IRMAPA & internal Petra ( dosen dan staf ), mahasiswa disc 50%, alumni petra disc 10%
- Paket Rp. 3.510.000 (+10% anggota IRMAPA)
- Lembaga Pendidikan disc 10%



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

8  
PSB

LSP MKS  
Certification Holder



## PDP

### CRISIS COMMUNICATION MANAGEMENT SERIES

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

# PROTECTING YOUR ORGANIZATION REPUTATION DURING CRISIS THROUGH COMMUNICATION

# 29 NOV

09.00-12.00

#### COURSE MATERIALS:

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



#### Felicia Goenawan, SE, M. SI

Human Communication Expert  
Lecturer in Communication and Certified Behavior Analyst

#### BIAYA PENDAFTARAN

## 600k

- Diskon 10% untuk anggota IRMAPA & internal Petra ( dosen dan staf ), mahasiswa disc 50%, alumni petra disc 10%
- Paket Rp. 3.510.000 (+10% anggota IRMAPA)
- Lembaga Pendidikan disc 10%



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

[c.educationcentre\\_irmapa\\_org](https://www.instagram.com/c.educationcentre_irmapa_org)

[cec-petra@petra.ac.id](mailto:cec-petra@petra.ac.id)  
[sekretariat@irmapa.org](mailto:sekretariat@irmapa.org)

081904764634  
08111291253

[CECPetra\\_irmapa.org](https://www.facebook.com/CECPetra_irmapa.org)

8  
PSB

LSP MKS  
Certification Holder



PDP  
CRISIS COMMUNICATION MANAGEMENT SERIES

THE **ULTIMATE** GUIDE  
FOR ONLINE **MEDIA MONITORING**

01  
DEC

09.00-12.00



**Joanne Tjahyana, S.Kom., MMM**

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

02  
DEC

13.30-16.30

**nlimit**

ONLINE MEDIA TECHNOLOGY PARTNER



**Thema Hanif Pratama**  
Head of Analyst



**Aqsath Rasyid Naradhipa**  
Chief Executive Officer

**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)

**Recommended for :**

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

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

**BIAYA PENDAFTARAN**

600k + 300k <sup>nlimit</sup>

- Diskon 10% untuk anggota IRMAPA & internal Petra ( dosen dan staf ), mahasiswa disc 50%, alumni petra disc 10%
- Paket Rp. 3.510.000 (+10% anggota IRMAPA)
- Lembaga Pendidikan disc 10%



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

[c.educationcentre\\_irmapa\\_org](https://www.instagram.com/c.educationcentre_irmapa_org)

[cec-petra@petra.ac.id](mailto:cec-petra@petra.ac.id)  
[sekretariat@irmapa.org](mailto:sekretariat@irmapa.org)

081904764634  
08111291253

[CECPetra\\_irmapa.org](https://www.facebook.com/CECPetra_irmapa.org)

8  
PSB

LSP MKS  
Certification Holder



**PDP**  
**CRISIS COMMUNICATION MANAGEMENT SERIES**

**EFFECTIVE STRATEGY**  
**NEGATIVE IN HANDLING**  
**PUBLICITY**  
IN MEDIA



**Dr. Fanny Lesmana**

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

**13**  
**DEC**  
09.00-12.00



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

**BIAYA PENDAFTARAN**  
**600k**

- Diskon 10% untuk anggota IRMAPA & internal Petra ( dosen dan staf ), mahasiswa disc 50%, alumni petra disc 10%
- Paket Rp. 3.510.000 (+10% anggota IRMAPA)
- Lembaga Pendidikan disc 10%

**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

**RECOMMENDED FOR :**

- Public Relations
- Corporate Communication
- Marketing Communication

[c.educationcentre\\_irmapa\\_org](https://www.instagram.com/c.educationcentre_irmapa_org)

[cec-petra@petra.ac.id](mailto:cec-petra@petra.ac.id)  
[sekretariat@irmapa.org](mailto:sekretariat@irmapa.org)

081904764634  
08111291253

[CECPetra\\_irmapa.org](https://www.facebook.com/CECPetra_irmapa.org)

8  
PSB

LSP MKS  
Certification Holder



## PDP CRISIS COMMUNICATION MANAGEMENT SERIES

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

**16 DEC** 13.30-16.30



### COURSE MATERIALS:

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

### RECOMMENDED FOR :

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

### Meilinda, M.A.

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

### BIAYA PENDAFTARAN

**600k**

- Diskon 10% untuk anggota IRMAPA & internal Petra ( dosen dan staf ), mahasiswa disc 50%, alumni petra disc 10%
- Paket Rp. 3.510.000 (+10% anggota IRMAPA)
- Lembaga Pendidikan disc 10%



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

[c.educationcentre\\_irmapa\\_org](https://www.instagram.com/c.educationcentre_irmapa_org)

[cec-petra@petra.ac.id](mailto:cec-petra@petra.ac.id)  
[sekretariat@irmapa.org](mailto:sekretariat@irmapa.org)

081904764634  
08111291253

[CECPetra\\_irmapa.org](https://www.facebook.com/CECPetra_irmapa.org)