

Crisis Management

DATE : 24 May, 2012 CODE : CM INSTRUCTOR : Dr. Michael Kwong
 DURATION : 1 Day FEE : HK\$3,280 EARLY BIRD : HK\$2,980

Facing an ever-changing business environment, there is nothing more important than the ability to handle crisis. Many incidents of business failure are direct results of unanticipated events that began as accidents and ended up as a full stop for corporate existence. This workshop provides a detailed framework of how crisis can be anticipated, handled and coped with effectively through excellent pre-event contingency planning and implementation, controlled and wise reactions to accidents and post-event evaluations.

Objectives

- Prepare individuals psychologically or emotionally when facing crisis
- Equip first line staff with skills to manage a diversity of crisis scenarios in daily life
- Able to manage the reactions and emotions of customers during crisis
- Prevent the impact of crisis from unhealthy development

Methodology

Lecture, game, exercise, role-play

COURSE OUTLINE

1. Roles and responsibility to manage crisis

- Types of crises
- How crises can be turned into opportunities
- Various approaches in handling crises

2. Organizational readiness for crisis management

- Pre-event planning
- Drafting contingency and recovery plans
- Testing and rehearsals

3. Personal readiness for crisis management

- Intellectual and emotional competency in dealing with crisis
- High EQ crisis handling
- Creative problem solving

4. Implementation principles in crisis situation

- Proper flow of information during crisis
- Immediate control of crisis scope
- Recovery and post-event evaluations

5. Communication with media and stakeholders in crisis

- Proper use of communication skills to deal with affected parties
- Basic skills in managing media / reporters
- Turning crisis into opportunities

Dr. Michael Kwong

DBA, MBA, FIIM, MImgt, MCIM, MHKIM, CPM (HK), Dip.M, C.Mgr, B.A. (Hon)

Dr. Michael Kwong has worked in various leading media corporations with over ten years' successful experience in the sales and marketing field. He has served in the past as one of the founding council members of the International Institute of Management (IIM), Executive committee member of the Chartered Institute of Marketing (CIM) (HK Branch), and Training Director of Hong Kong Institute of Marketing (HKIM).

He is frequently invited to give talks on marketing management, market research, CRM (Customer Relationship Management) and other related topics by business and non-profit making organizations including Hong Kong Institute of Marketing, Hong Kong Council for Social Services, Hong Kong General Chamber of Commerce etc.

Dr Michael Kwong holds degree from the University of Nottingham (UK) and Newport University (USA). Michael is also a Certified Grade 2 Chinese National Trainer and a Certified Instructor for the Chinese National Trainer Training Programme.

COURSE ARRANGEMENTS

Course Date	Course Title	Course Code	Duration (Days)	Fees (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline
APRIL 2012						
Apr 13, 2012	Event Management	EVM	1	HK\$3,280	HK\$2,980	16 Mar, 2012
Apr 16, 2012	Professional Telephone Skills Workshop	NEW PTSW	1	HK\$3,280	HK\$2,980	23 Mar, 2012
Apr 19, 2012	Performance Management Workshop	PFM	1	HK\$3,280	HK\$2,980	23 Mar, 2012
Apr 19, 2012	Delivering Creative, Influential and Effective Presentations	CIEP	1	HK\$3,280	HK\$2,980	23 Mar, 2012
Apr 20, 2012	Interviewing Skills Workshop	ISW	1	HK\$3,280	HK\$2,980	23 Mar, 2012
Apr 20, 2012	Corporate Image & Business Etiquettes	CI	1	HK\$3,280	HK\$2,980	23 Mar, 2012
Apr 24, 2012	Leadership Skills Workshop	LSW	1	HK\$3,280	HK\$2,980	30 Mar, 2012
Apr 25, 2012	Problem Solving and Decision Making	PSDM	1	HK\$3,280	HK\$2,980	30 Mar, 2012
Apr 26, 2012	Win Win Negotiation	WIN	1	HK\$3,280	HK\$2,980	30 Mar, 2012
Apr 27, 2012	Effective Communication & Interpersonal Skills	ECIS	1	HK\$3,280	HK\$2,980	30 Mar, 2012
MAY 2012						
May 16, 2012	Motivating Generation Y Staff	GY-M	1	HK\$3,280	HK\$2,980	20 Apr, 2012
May 17, 2012	Blue Ocean Strategic Thinking	B-STM	1	HK\$3,280	HK\$2,980	20 Apr, 2012
May 15-17 Developing High Performance Teams Series (for team leaders)						
May 15, 2012	People Skills For Team Leaders	NEW PSTL	1	HK\$3,280	HK\$2,960	20 Apr, 2012
May 16, 2012	Letting Go - Delegating Effectively	NEW LGDE	1	HK\$3,280	HK\$2,960	20 Apr, 2012
May 17, 2012	Using Feedback to Guide, Develop and Motivate Your Team	NEW UF	1	HK\$3,280	HK\$2,960	20 Apr, 2012
May 18 Organisational Leadership (for executives)						
May 18, 2012	The Emotionally Intelligent Leader	NEW EIL	1	HK\$1,980	HK\$1,780	20 Apr, 2012
May 21, 2012	Persuasive Business Writing 2012	BW 2012	1	HK\$3,280	HK\$2,980	27 Apr, 2012
May 22, 2012	Handling Difficult People	HDP	1	HK\$3,280	HK\$2,980	27 Apr, 2012
May 24, 2012	Crisis Management	CM	1	HK\$3,280	HK\$2,980	27 Apr, 2012
May 22 - 25 Information Technology Series						
May 22, 2012	Business Consulting Skills for IT Professionals	BCS	1	HK\$3,480	HK\$3,180	27 Apr, 2012
May 23, 2012	Managing Complex & Large Scale Projects	MCLP	1	HK\$3,480	HK\$3,180	27 Apr, 2012
May 24-25, 2012	The System Requirements Journey	SRJ	2	HK\$6,180	HK\$5,680	27 Apr, 2012
May 28, 2012	Assertiveness Skills Workshop	ASW	1	HK\$3,280	HK\$2,980	4 May, 2012
May 29, 2012	Professional Retail Selling	NEW PRS	1	HK\$3,280	HK\$3,980	4 May, 2012
May 30, 2012	Achieving Services Excellence Workshop	NEW ASE	1	HK\$3,280	HK\$2,980	4 May, 2012

TIME: 9:00 am - 5:00 pm daily
VENUE: Regal Hong Kong Hotel, Causeway Bay, HK.

PAYMENT AND CONFIRMATION:

- Seminar fees cover full set of course materials, lunches and refreshments. Seminar fees are payable in advance.
- For enrolment by email, please provide all information per the standard Enrolment Form on this page.
- For enrolment by fax, mail or email, CEL will issue an acknowledgement fax or email to the Authorized Person the next day from receipt of the enrolment.
- Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
- Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

CANCELLATION AND SUBSTITUTION POLICY:

- There is no cancellation charge for cancellations made on or before the cancellation Deadline.
- Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
- All cancellations should be notified in writing.
- Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
- Registrants may send substitutions in their place anytime. However, substitutions are not allowed once a seminar has commenced.

ATTENDANCE CERTIFICATE:

A Certificate of Completion will be given to each delegate who have attended more than 70% of the enrolled course(s).

THE ON-SITE OPTION:

If there are 10 or more people in your organization interested in taking any of these CEL courses, why not consider the On-Site option? We can readily tailor courses to your specific needs, send an expert instructor to your workplace, and help cut costs. For more information about this service, please contact Miss Mak at CEL at Hong Kong telephone number 2838 1182.

CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:

Please visit our Website at www.celhk.com or telephone Ms Mak at 2838 1182 to inquire the above.

Communications Engineering Ltd. reserves the right to vary the course programmes or arrangement if this proves necessary.

ENROLMENT FORM

Name	Job Title	Tel No	Mobile No	Course Code
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____

Company Name: _____

Address: _____

Tel: _____ Fax: _____ Email Address: _____

Contact Person: (Mr/Ms) _____ **Job Title:** _____ **Tel No:** _____ **Fax No:** _____

Authorized Person: (Mr/Ms) _____ **Job Title:** _____

Signature: _____ **Date:** _____

Cheque enclosed for HK\$

Please note seminar fees are payable in advance

Made payable to **Communications Engineering Ltd.**

Please tick (✓) if you require a receipt

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 Call Miss Mak at:
2838-1182

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