hkpc Academy 生產力學院

FutureSkills: Issue and Crisis Management in the Social Media World

CONNECTION TECHNOLOGY 裝備未來 FUTURESKILLS

Social media is one of the most powerful tools for marketing in the digital era. However, any unintentional or negative post /comment on social media could bring the brand or the company's reputation into a downward spiral.

This programme provides you the insights to manage public relations in the social media world. Join to learn the latest skills that are essential to lead you through the social media hype!

Programme code	10014220-02
Date and time	29 June 2023 Thursday 09:30 – 17:00
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon
Language	Cantonese with English terminology
Course fee	HK$1,600 / HK$1,440* *Group discount, membership discount

Learning Outcomes

- Understand the latest trends and developments of the media and social media landscape and the implication on overall public relations approach
- Learn how to build positive awareness in a social media age as a brand
- Learn ways to diffuse an issue in order to prevent it developing into a crisis
- Adopt an effective approach to manage crisis, especially during time of uncertainties

Inquiry: Mr Bosco LAU| +852 2788 5668 | boscolau@hkpc.org
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Course Content

1. Managing Public Opinion in Social Media Age

- Provide an overview of the media and social media landscape development
- Discuss the new media scene and implications to public relations approach
- Understand how social media drives public opinion

2. Building Trust with the Public

- Introduce trust triangle and its importance in Social Media age
- Learn about the public expectations from corporate
- Learn how to use Message Pyramid to structure communication messages for brand

3. Identifying and Managing Issues in the Social Media Age

- Introduce 4-step approach to identify issues
- How to identify issues in the social media age
- Provide examples on how mishandling of issues developed into major crisis
- Introduce the concept of Sensemaking, and why this is a powerful approach in responding and managing issue in Social Media Age
- Use of case study to demonstrate the concept

4. Managing Crisis

- What constitutes a crisis, especially in the context of 21st century
- Overview of the 6 stages of crisis development
- How to manage messages in times of crisis

5. Managing Stakeholder Communication during Crisis

- Tips in handling challenging media questions during crisis.
- Examples on how organisations handle crisis in real life.
- Introduce and discuss how to handle an emotional audience

Who Should Attend

The programme is suitable for anyone who is interested in learning how to manage social media channels during an issue and crisis including all business owners, marketing professionals and PR professionals.

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Trainer Profile

Catherine WONG is a professional leadership learning facilitator, with focus on communicating with internal and external stakeholders. Ms WONG has started to be a professional trainer and served clients from different levels – from middle managers to C-suite executives on topics related to leadership, communication and influencing. Ms WONG stresses the importance of mindset and behavioral change when training her clients. The courses she designs aim for both skill development and knowledge retention after the programme.

Ms WONG has worked with a diverse clientele throughout her career – including MNCs, local companies, government department and NGOs. She is an accredited practitioner of the Myers-Briggs Type Indicator® Step I & II: and Accredited Certified Coach of the International Coach Federation: a certified facilitator for Kegan's "Immunity to Change" and John Maxwell's "Laws of Teamwork" and "Developing the Leader with You".

Award of Certificate

A Certificate of Attendance will be awarded to participants who have attained 100% attendance.

Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online. OR

2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form to: ***HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Mr Bosco LAU)***. Please indicate the course name and course code on the **back of the cheque and envelope**. OR

3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee. Office hours: Monday to Friday 09: 00-18: 00

http://u.hkpc.org/a9t

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