



Dr Neryl East



STRATEGIC CRISIS COMMUNICATION

Be heard. Stand out. Command Influence.

A master class on how to communicate before, during and after a crisis

In today's reputation-driven world, every business and organisation must be ready to respond in a crisis, whether human-made or a natural occurrence. The growth of digital communication platforms means one negative incident can go global in a heartbeat.

It's never been more urgent for leaders, managers and staff at all levels of an organisation to learn skills in real-time crisis communication, along with crucial techniques for preventing crises and building resilience.

At the end of this workshop, participants will:

- ◆ Recognise the genuine risks of a crisis striking their organisation
- ◆ Understand the significant long-term impacts of a crisis
- ◆ Be able to implement specific communication techniques in a crisis
- ◆ Have a greater ability to communicate with credibility and influence
- ◆ Understand the role of the media in a crisis and how to make effective media statements
- ◆ Have specific actions to take back to their organisation

In this workshop we will cover:

- ◆ Managing crises in the age of disruption
- ◆ Current case studies in crisis communication
- ◆ Getting on the front foot: managing issues before they escalate
- ◆ Crisis preparation: developing a crisis communication plan
- ◆ Specific communication approaches in the eye of the storm
- ◆ Putting it into practice: your crisis response
- ◆ The road to rebuilding reputation
- ◆ The long haul: crisis-proofing your organisation

Strategic Crisis Communication can be delivered as a one-day or two-day program or equivalent. All programs can be delivered in-person and online.

What participants say about Neryl's presentations:

"Neryl's pragmatic, no-nonsense, yet supportive approach guides you through building great communication, credibility and influence in any scenario."

-Merryn Spencer, Straight Talk

"Very relevant content - a toolkit for participants to take away and use immediately in their workplaces."

- Caryn Morgan, CMA Events

"Can I say THANK YOU so much for an amazing workshop - I found it extremely powerful."

- Samantha Kendrick, Telstra

"Your training was so well-received, and we've had lots of great feedback from staff who participated. We've even already started implementing some of the tips you provided."

- Mieka Symes, Mildura Rural City Council

About Dr Neryl East CSP

Neryl has more than 30 years experience as a professional communicator, including over a decade as a journalist in television, radio and print. She is a Certified Speaking Professional (CSP), an international designation awarded to only a small percentage of outstanding speakers worldwide. Neryl has a PhD in Journalism and is the recipient of national journalism awards. She's an Amazon best-selling author on communication and media and a highly skilled and qualified educator. Neryl is also a sought-after adviser to government, business and not-for-profit leaders.

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