

One-day seminar to address the art of communicating in times of crisis

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It is a fact that many companies are facing uncertainty due to the economic crisis affecting the world today. Employees may become nervous about what lies ahead for their jobs and organisations whether there is cause for concern or not.



Employees want to be kept in the loop about decisions that could potentially affect them instead of having to rely on rumours and speculation. Now more than ever before the role of the internal communicator takes on greater significance.

Often companies underestimate the importance of effective communication - especially in times of crisis. A business crisis causes immense pressure and uncertainty for the affected company's employees and other stakeholders. Whether the crisis is financial, accidental, legal or otherwise, there is one thing that affected companies have in common - a critical need for communication, both externally and internally. Unfortunately however, it is usually the internal stakeholders that receive the least attention and the least communication and this potentially puts the entire crisis response at risk.



Uncertainty, speculation and fear often cause people to overreact and assume the worst, sometimes even causing false rumours to surface and spread along the grapevine. So even if there was no crisis, not communicating properly could potentially lead to one. Preparing, planning and communicating effectively can minimise damage and prevent an incident from completely blowing up into a full-scale nightmare. Like Warren Buffet says: ***"It takes 20 years to build a reputation, and five minutes to ruin it. If you think about that, you'll do things differently."***

Knowledge Resources is proud to be hosting a one day seminar focusing on this topic. The seminar is entitled ***Internal Communication: the art of communicating in times of crisis***, and is taking place in **Johannesburg (24 Feb 2009) and Cape Town (26 Feb 2009)**. The cost to attend is R4180 including VAT. For more information contact Debbie Atwell on 083 651 1664 or mail: .

Here is a sneak peak at the speakers and topics confirmed so far:

- The importance of internal communications and the role it plays during times of crisis: case study of communication at iBurst
Clelland Kruger, HR Director, iBurst
- Speaking with one voice, and singing from the same song sheet - storytelling for engaging, aligning and communicating internally in times of Crisis
Peter Christie, Big Chief Talking Bull - Strategic Storyteller, Not the Bored Room
- Build internal relationships prior to a crisis: Recognizing employees as a key stakeholder with which to communicate before, during and after a crisis
Dr Amanda Hamilton-Attwell, CEO, Business DNA
- Online reputation management and crisis communication
Tim Shier, Marketing Manager, Quirk eMarketing
- The importance of reputation management in crisis, starting from inside and how it impacts internally and externally
Janine Hills, CEO, Vuma Reputation Management

- Why are there leaks relating to company performance to external audiences? Internal communications is strategic, be inspired in developing a robust and strategic internal crisis communication management plan.
Dante Mashile, Marketing and PR Director - University of Zululand and Managing Director - Squared Management Consulting
- Equip internal communicators and employees to deal with the media when a crisis hits

Marion Scher, Media Mentors

Join Knowledge Resources at this important one day seminar on **Internal Communication: the art of communicating in times of crisis** and learn from key companies and experts!

You are welcome to download a provisional brochure of this event:

[http://www.kr.co.za/Conferences/Brochures/2009/Internal_Communication%20\(2\).pdf](http://www.kr.co.za/Conferences/Brochures/2009/Internal_Communication%20(2).pdf)

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