

# 2012 China CE - Marketing Series Crisis Communications in Today's Real-Time World 2012 CE - 中国营销系列：危机公关的新速度法则

February 15, 2012

2012年2月15日



Kathleen's 5, Shanghai, China

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## Crisis Communications in Today's Real-Time World

No matter how well an organization is managed and secured against potential disasters, awareness of the possibility of a crisis situation appearing on the doorstep is essential. The global business environment moves in real-time, and as a result the reaction to a crisis has to be fast. This of course makes accurate crisis management highly difficult to accomplish and exponentially more critical. Combining speed and accuracy in crisis management is a crucial part of every manager's skill base, and the Crisis Communication Seminar will provide an opportunity to gain comprehensive insight into the challenges that face businesses in today's real-time world.

**8:30-9:00** Registration

**9:00-9:45** The First 24 Hours: The Secret of Managing Crisis Communication

The first moments after the occurrence a crisis are usually the most chaotic and stressful in the entire process of brand protection and restoration. However, these moments are also the most important. Decisions and movements made during this time are essential to the success – or failure – of an entire enterprise. This presentation will investigate how to properly identify the crisis management team, the goals to achieve while containing the crisis, and ways to ensure high quality internal communication during the first crucial moments.

**9:45-10:30** Crisis Communication: Consumer's Perspective

The appearance of a crisis situation is troublesome not only for a company, but also for its clients. The image of

your organization is immediately endangered, and the services you deliver may no longer appear reliable. Many clients will ask for an explanation, and this opportunity may provide you with your best chance of winning back their trust. Establishing a clear message and finding the right person to deliver it is an essential part of calming client fears. Sustaining your business requires identifying and meeting obstacles head-on, and when customers see a team that is aware of the situation and is able to deal with it, client retention is virtually guaranteed.

**10:30-11:00** Coffee Break

**11:00-12:00** The 24/7 Environment and Corporate Crisis Preparation

The main problem within many companies is that crisis planning strategies exist only after a crisis has occurred. When a crisis does happen, valuable time is wasted identifying the danger and establishing an approach to minimize the harm. During our panel discussion, our experts will talk about the essential elements of a crisis emergency program and the potential risks and problems a company will face in its absence.



### ATTENDANCE FEES

Fee	Price	Number	RMB	USD
Earlybird Fee (If Payment Received Before Event)	RMB 300			
Standard Fee (If Payment Received On-Site)	RMB 400			
<b>Subtotal</b>				
<b>Total</b>				

**The conference fee includes:** Access to all conference sessions, conference materials, lunches, refreshments and receptions.

\* 5.5% tax is included in the ticket price, should you require an official tax receipt (Fa Piao), please contact [annie.cao@cebexgroup.com](mailto:annie.cao@cebexgroup.com)

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