

About the conference package:

# Crisis + Change Communication

One thing that 2020 has taught us is that change is always possible and it happens. As communicators, we need to be prepared for anything, including crisis. This package is filled with education to help you view any crisis as an opportunity, embrace disruption, bring clarity to your work, learn from the early shifts of COVID-19 and to create an inclusive culture within your organization.

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## SESSION INCLUSIONS

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### Turning Crisis into an Opportunity

Ivlynn Yap, Crisis Communications Lead Counsel, Citrine One Sdn Bhd

The rise of the digital access and usage spell wider opportunities to reach audience. However a global platform for direct two way conversations means an open field to receive criticism. Companies have to endure living under the magnifying glass or rather at the mercy of the smartphone camera and the rise of issues/ crises is inevitable. This is where crisis communications play a crucial role but are often left behind in the risk management and crisis management game plan. Communicators whether in house or external are treated as recipients of decisions instead of participants in the decision making process. This mindset by decision makers and skills sets of communications practitioners have to #shift so that communications can be given a seat at the table to advise on crises whether large catastrophes or mild issues like a social media rant gone viral. Through this session, we hope to build awareness among decision makers on the importance of preparing for crises situations whether on-ground or online. We would also like to emphasize the potential demand for communications practitioners who specialize in crisis communications in an environment filled with digitally disrupted communications. Learning outcomes: a) Understand the thought process in managing a crisis b) Preparing and planning communications infrastructure c) Applying the golden rules of crisis communications/ issues management- Preparedness, Assessment, Respond/ Recover and Mitigation. In short, strategic and well planned communications can turn crisis into an opportunity.

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## Continuous disruption as the new normal



Anshuman Kumar, Director Communications, Intuit

The pace of technological changes and accelerated innovation are transforming the way our target audience is consuming information. While people's choices of how and what information they access are expanding, their attention span is shrinking. As communicators of your brand, how do you stand out in this clutter and engage with the audience in a way that resonates and inspires them, incites behavioral changes and ultimately inspires them to take action – buy the product, participate, or volunteer? This session focuses on three ways, you as communicators of the future, can embrace the mindset of continuous reimagination, unlearning, learning and disrupting the status quo and stay relevant as the expectations of our customers grow.

- Personalization: Creating a sense of belonging and evoking deep empathy with the audience
- Ownership: Partnering to ensure shared ownership of the experience, co-creating content and story
- Democratization: Believing in the power of many, instilling a sense of pride to create brand advocacy and evangelists

Key learning from the session

- Aligning brand perception with brand experience to create a deeper connection between the audience and the brand values
- Enabling people to co-create the brand culture based on their experience of the brand (taking a leaf out of Maya Angelous' philosophy of people never forgetting how we make them feel)
- Creating evangelists of the brand's value proposition, its belief system and key differentiator.

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## What Do You Expect Me To Do? How to bring clarity to communications when everything around you is changing



Michael Long, Consultant, Mike Long Writing

When an organization changes, what really happens is that people must change what they do. The problem? Those required to change don't often know exactly what's expected. They need more than aspiration. They need specifics, clearly delivered, to transform a leader's vision into action. Few frustrations are greater than being told to "change" without clear direction on what the leader expects. And when demands come in a time of rapid transformation, frustration translates into delays, re-dos, and failure. Without clear communication, we're just floating on a sea of change when we ought to be moving ahead. To bring about change, leaders must be clear and specific in their communication. Words matter. No ambiguity. No doubt. In this seminar, Georgetown lecturer Michael Long shares the message-making, writing, and communication techniques he's created for high-profile corporate leaders to bring their organizations through change. With real-world examples from 20 years of experience, Michael takes attendees through five techniques that equip leaders to lead with clear communication – so that stakeholders understand exactly what's expected of them in a time of change:

- Transforming messages into action steps
- Why being clear is more important than being clever • Persuasion and the “fact trap”
- Structuring communications to compel the interest of a specific audience
- Simple ways to maximize understanding Using lectures, conversation, interactive games, and on-screen editing of audience contributions, Mike equips leaders with the skills – and confidence – to communicate and motivate in a time of change.

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## Covid-19: An Asian perspective - communication lessons learned and applying them for future success



Jane Sparrow, Founder, The Culture Builders

“Took away good insights and tangible activities”

"It can be your ticket to your dream job, help you increase your earning potential and help you stand out from the crowd. Are you interested in learning more about certification but don't know where to start? Join Sia Papageorgiou, FRSA, SCMP, who is a member of the Global Communication Certification Council (GCCC) in a special certification roundtable to learn more about certification and how it can elevate your value as a strategic communication professional. Sia will be available to answer your questions, whether they're coming from you as a future test-taker or an IABC chapter interested in promoting the benefits of certification and hosting exams. Sia is a certified strategic communication management professional and Immediate Past President of the IABC Victoria chapter where she's convened three certification exams, including the first exam ever held in Australia. She's won multiple IABC Gold Quill Awards for her communication work and has consulted to some of the world's largest organisations, delivering creative communication strategies and employee engagement programs that drive understanding, impact, and performance. In 2020 she was named IABC's Chapter Leader of the Year."

## Woke Culture at Work: Tackling Solutions to Racial Inequity in Organizations Serious about Inclusion



Joy Adan, Content Journalist, Reward Gateway;

Tasneem Chopra, Cross-Cultural Consultant

In a climate of increasing awareness of racial injustices occupying our news feeds and day to day lives, the reality of who holds privilege in the work place and who does not has become an unavoidable and vital conversation to be had. Tasneem and Joy well shed light on this topic providing professional and anecdotal evidence that centre responsibility for social change with those who are least likely to want to make it. Being comfortable with the uncomfortable truth of new thinking is yet another way organisations must pivot in 2020 and beyond in order to stay relevant, progressive and woke.



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## **Communicating layoffs: How to show compassion, build credibility and maintain employee engagement**



Alison Davis

Developing effective communication during a layoff is fraught with challenges and pitfalls. After all, layoffs are complicated endeavors that require perfect timing, coordinated responsibilities, well thought-out details and, perhaps most importantly, empathy. Many communicators become overwhelmed trying to juggle development of numerous tactics while ensuring their efforts provide employees with the compassion and honesty needed to retain pride in the organization.