

EFFECTIVE COMMUNICATION IN A CRISIS SITUATION



PERSATUAN KEBANGSAAN USAHAWAN WANITA MALAYSIA
NATIONAL ASSOCIATION OF WOMEN ENTREPRENEURS OF MALAYSIA

4th April 2019

Time : 2pm - 4pm

NAWEM Training Centre



A crisis can occur anywhere and anytime. Only planning, preparation, practice and training in managing a crisis, including how to effectively communicate with the various stakeholders can enable the organisation to deal with the situation effectively.

Listen to M.Krishnamoorthy, a Media Relations Coach, HRDF Certified Professional Trainer and currently a full-time Professor with Xiamen University Malaysia share his insights and tips in an engaging and fun filled session.

TICKETS

Register before 30-Mar-2019 :
RM20 for NAWEM members
RM25 for non NAWEM member

Register after 01-Apr-2019 :
RM30 for NAWEM members
RM35 for non NAWEM members

Register at

http://bit.ly/effective_communication_NAWEM

Contact

NAWEM Secretariat
at 03-21423325

KEY TAKEAWAYS

Apply strategies to positively engage the stakeholders and media

- Know how to focus on the message and steer the communication delivery towards messages that they can “own” and deliver them well.
- How to communicate, engage and connect with the stakeholders and the public for a variety of reasons such as build trust and credibility for the organisation
- Be able to utilize positive body language and vocal quality to persuade powerful stakeholder interaction

ABOUT SPEAKER



M.Krishnamoorthy

Krishnamoorthy has written 6 books and the latest bestseller *May 9-- People Power Saves Malaysia-- Mahathir leads the Way and Flying Through Crisis MH370: Lessons in Crisis Communications*.

As a former journalist with the Star, he had the highest number of front page breaking news articles. He currently freelances as a journalist for CNN, BBC, German, Australian TV networks, New York Times and TIME magazine. He has taught news and features writing at Monash, Murdoch and HELP