



Effective Organisational Communications, Crisis Communication and Public Relations

5 Credits towards the Higher Certificate in Management

26th – 30th November 2018

Premier O. R. Tambo Hotel, Kempton Park, Johannesburg, South Africa

Walk Away with the Power to:

- Determine what Effective Organisational Communication is
- Understand the Different Strategies Needed To Communicate With Stakeholders
- Apply Methods and Tools to Communicate in Any Situation and With Any Stakeholder
- Manage Online Organisational Communication
- Survive the First Few Minutes when in a Crisis
- Develop an Integrated Strategic Communication and Public Relations Approach

Who Should Attend?

- Business Continuity Managers
- PR and Corporate Communication Managers
- Risk Managers
- Business Security Managers
- Disaster Recovery Managers
- Contingency Planners and Managers
- Compliance Managers
- Publicist
- Crisis Managers
- Corporate Risk Managers
- Strategy Managers
- Marketing Managers

About your Presenter:

Presenter's skills lies in facilitating, training and assisting clients with projects dealing with Reputation, OD, Crisis and Stakeholder issues ranging from Corporate Reputation, Reputation Risk, Stakeholder Reputation, Strategic, Crisis Communication and Crisis Management and PR. He has written many a Crisis and Crisis Communications plans including Vodacom when they were merging with Vodaphone. Deon was the Strategic Crisis Adviser to Statistics SA during the 2011 Census, he advised ATNS – Air Traffic Navigation Services during the 2010 Soccer World Cup. This Presenter has facilitated Crisis workshops in Beijing, Australia, Singapore, Malaysia and South Africa. He is a part time lecturer and GIBS and has done numerous guests lecturing at UJ, Monash and UCT. He has spoken at more than a 100 conferences in 15 countries.



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