

**CORSO DI LAUREA IN COMUNICAZIONE & SOCIETÀ  
CORSO DI LAUREA IN COMUNICAZIONE PUBBLICA E D'IMPRESA  
MA IN PUBLIC AND CORPORATE COMMUNICATION**

**CRISIS COMMUNICATION. TECHNIQUES AND TACTICS.**

**Instructor: E. A. Merzagora**

With the changes that have occurred over the last few decades related to the technological world, a critical event that might have previously represented a single problem, perhaps purely of a local nature, today can easily turn into a global crisis.

Earthquakes, floods, industrial accidents and sabotage, terrorist attacks, environmental pollution, food contamination, reorganization and layoffs... every organization is vulnerable to crisis.

The question that every organization must ask itself is not  
**WHETHER** it will ever have to deal with a crisis, but **WHAT** type of crisis  
to expect and **WHEN** and **HOW** it will occur.

*(I. Mitroff)*

Starting from the guidelines and identifying which behaviours can truly make a difference on a practical level, this workshop will help participants to recognize and manage a crisis and to use communication proactively during a crisis event.

Topics covered:

- What types of crisis can affect an organization? What are the causes and what are the characteristics?
- Corporate reputation: an intangible asset with a tangible effect.
- The steps of crisis management: prevention, preparation, recognition, post-crisis.
- Crisis communication: guidelines, audience identification and common mistakes.

**Timetable**

Tuesday	19 May 2020	from 10.30 to 12.30
Friday	22 May	from 15.30 to 17.30
Tuesday	26 May	from 10.30 to 12.30
Friday	29 May	from 15.30 to 17.30
Friday	5 June	from 15.30 to 17.30
Tuesday	9 June	from 10.30 to 12.30

**The technical instructions regarding the workshop will be sent to the participants by email, before the start of the workshops.**

### **Criteria for admission**

Please send an email (stating first name, surname, student number, degree course, year of enrolment) to [alessia.corti@unimi.it](mailto:alessia.corti@unimi.it)

### **Criteria for admission**

The first 30 students to send an email will be admitted.

Please note that the attendance is mandatory in order to gain 3 credits.