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.
● Crisis communication: guidelines, audience identification and common mistakes.

Timetable

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<th>Date</th>
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<tbody>
<tr>
<td>Tuesday</td>
<td>19 May 2020</td>
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<td>Friday</td>
<td>22 May</td>
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<td>Tuesday</td>
<td>26 May</td>
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<td>29 May</td>
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<td>5 June</td>
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<td>Tuesday</td>
<td>9 June</td>
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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

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.