

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

Laboratory: Crisis Communication Strategies and Management

Dr. Patrizia Carrarini

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

- Warren Buffett

Every organisation has to deal with issues, internally and externally. But when does an issue become a real crisis? And how can you use communication to prevent a potential crisis, or how do you manage the existing crisis? How should you approach your different stakeholders? And how do you manage your company's reputation during these high-pressure times in crisis?

Effective crisis communication can help organisations maintain trust, inspire consumer confidence and build competitive advantage. Poorly handled crises in business, government and nonprofits show how ineffective crisis communication can set an organisation back significantly.

There is a good chance that one will endure a major crisis over the course of one's career that will require highly efficient use of communication. Therefore, this course will provide an overview of the necessary knowledge of preventing crises through pro-active communication and effective crisis communication management.

In 12 hrs this laboratory covers all aspects of crisis communication, including: general communication strategy, crisis definition, crisis anticipation, crisis preparation, effective communication during a crisis, and finally, crisis prevention.

By participating in this course, you will:

- learn how to identify crises, and become familiar with crisis characteristics
- learn common mistakes that lead to crisis escalation
- become familiar with specific tools to apply before, during, and after a crisis hits
- become familiar with general frameworks that will help you conquer a crisis situation, and ideally, prevent crises from happening in the first place
- learn how to anticipate potential risk areas ahead of time, and as a result, behave more proactively once a crisis does, in fact, strike
- distinguish between different communication channels when sending a message to employees, consumers, and the media at large during high-pressure crisis times
- think strategically about communication and become more confident in dealing with all aspects of crisis communication.

Lab. schedule:

21.04.21	9.30-12.30
28.04.21	9.30-12.30
05.05.21	9.30-12.30
12.05.21	9.30-12.30

The lesson will be held through the Teams application. The technical instructions will be sent to the participants by email, before the start of the lab.

Criteria for admission

Registrations: online on the web site <https://forms.gle/Xb3EiYBzq9qS2zH86>
from 12 April 2021 - from 8.00

The first 30 students will be admitted.

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