



# Effective Crisis Communication

TRAINING

Communicating with impact for greater resilience



Facilitated by  
**DANTE ST JAMES**  
Trainer and Digital Expert  
Clickstarter

Online → 1 and 2 October 2024



PUBLIC  
SECTOR  
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## Overview

The Effective Crisis Communications workshop offers an invaluable learning experience for senior communications professionals. Spanning two days, it explores the intricacies of crisis communication across government sectors. This workshop is tailored to empower participants with robust strategies to tackle various crisis types, emphasising both practical and theoretical aspects.

Participants will engage in interactive modules focused on strategic communication planning, digital media management during crises, and ethical communication practices. These sessions are designed to be hands-on and scenario-based, ensuring that attendees gain real-world insights and skills.

A significant emphasis is placed on ethics and transparency in crisis communication. Professionals will explore the importance of maintaining integrity and clear communication with stakeholders during challenging times. This segment is crucial for building trust and effective public messaging in crisis situations.

The workshop concludes with a focus on post-crisis recovery and future planning. Attendees will learn to evaluate the impact of crises on their organisations and communities, developing forward-thinking strategies for future crisis management. This final module is essential for fostering resilience and preparedness in government communications.

## Who should Attend

**Advisors, Co-ordinators, Leads, Managers, Officer, Specialists of:**

- Public Information
- Community Engagement
- Communication
- Crisis Communications
- Media liaison
- Public affairs
- Public Relations
- Social Media
- Emergency Management
- Policy
- Response and Recovery
- Stakeholder Engagement
- Marketing

From Law Enforcement, Emergency Services, Health Services and other Local, State and Commonwealth government departments and agencies.

## Learning Outcomes

- Identify and Strategise: Understand various crisis types and develop specific communication strategies tailored to each.**
- Digital Media Expertise: Master digital platforms for effective crisis communication and rapid public engagement.**
- Ethical Communication: Implement ethical standards and maintain transparency during crisis situations.**
- Effective Messaging: Craft impactful, clear, and audience-appropriate messages during different crisis scenarios.**
- Crisis Impact Analysis: Evaluate the long-term effects of crises on organisations and communities.**
- Future Crisis Preparedness: Develop proactive plans and strategies for anticipated crises.**

## Why Attend

- Enhanced Crisis Management Skills: Gain specialised knowledge in managing various types of crises effectively.**
- Digital Communication Proficiency: Learn to leverage digital platforms optimally during crisis situations.**
- Ethical Communication Practice: Understand the importance of ethics and transparency in crisis communication.**
- Future Preparedness: Develop strategies for future crisis anticipation and management.**
- Professional Growth: Enhance your career by adding vital crisis communication skills to your portfolio.**

## Meet Your Facilitator



### DANTE ST JAMES

Trainer and Digital Expert  
Clickstarter

Dante St James, a recognised digital expert from Clickstarter, has over a decade of experience helping government agencies, not-forprofits, NGOs and businesses navigate the complexities of digital transformation. He has provided training, coaching, and consulting services to organisations across Australia, helping them to leverage digital tools and social media platforms to engage with their audiences effectively.

Dante is a highly sought-after small business advisor and an accredited Meta Lead Trainer, Community Manager, Media Planning Professional and Digital Marketing Associate. He is also accredited as a LinkedIn Marketing Labs Professional, Twitter Flight School Professional and TikTok Academy-accredited Professional. Dante has also worked extensively with the Northern Territory Government, the Commonwealth's Digital Solutions, Entrepreneurship Facilitators, BeConnected, Stay Smart Online and Self-Employment Assistance programs.

He is also a well-travelled speaker on the topics of social media, search optimisation, public speaking, personal branding and copywriting. His national reach has included work with Business Station in Western Australia & Queensland, events with Advance Queensland and Sunshine Coast Council, campaigns for NSW Health, the Small Business Development Corporation of Western Australia and Workforce Blueprint in South Australia.

## Preparation

**This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.**

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space



\*Group Discounts Available - Contact Registration at [training@publicsector.academy](mailto:training@publicsector.academy) or Call on **(02) 9057 9070**

## Explore the Agenda

### 10:00am Opening Remarks

- Welcome
- Introductions
- Overview and Setting Expectations

### Module 1: Strategic Communication in Different Crisis Types

- 10:30am**
- Understand the principles of strategic communication and its role in managing various crises.
  - Identify and analyse different crises, including natural disasters, organisational crises, public health emergencies, and socio-political crises.
  - Evaluate the communication strategies appropriate for each of the above, considering factors such as audience demographics, severity, and media channels.
  - Develop effective crisis communication plans tailored to specific scenarios, integrating risk assessment, message crafting, and stakeholder engagement strategies.
  - Apply crisis communication principles to real-world scenarios through case studies and simulations, demonstrating the ability to adapt strategies to dynamic situations.
  - Critically assess the ethical considerations and potential consequences of strategic communication decisions made during crises, emphasising transparency, accountability, and trust-building.

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### 12:00pm Break

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DAY 1 | Tuesday, 1 October 2024, 10:00am - 02:30pm AEST

### Module 2: Digital Media Communications During a Crisis

- 12:30pm**
- Digital media in crisis communication: recognising its potential to disseminate information rapidly and reach diverse audiences.
  - Identify key digital media platforms and tools and assess their strengths and limitations.
  - Understanding and tackling the spread of misinformation, virality of content, and the influence of user-generated content on public perceptions.
  - Leveraging digital media monitoring and analytics tools to track conversations, sentiment, and engagement
  - Enabling informed decision-making and response strategies.
  - Evaluate the effectiveness of digital media communication

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### 2:00pm Q&A and Closing Remarks

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### 2:30pm End of Day 1

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## What the industry has to say about PSN online courses?

**“A great mix of theory and practical. A great selection of practical tools to takeaway and use.”**

10:00am Welcome and Recap

**Module 3: Ethics and Transparency in Crisis Communication**

- 10:15am**
- Unpacking the ethical principles of crisis communication
  - Integrity, accountability, and respect
  - Transparency and its role in building trust, credibility, and maintaining organisational reputation
  - Asses ethical dilemmas; such as balancing the need for transparency with legal constraints, protecting sensitive information
  - Managing diverse conflicting stakeholder expectations
  - Integrating ethical considerations into planning and decision-making processes
  - Fostering a culture of ethical awareness, continuous learning, and improvement within the organisation

11:45am Break

**Module 4: Post-Crisis Recovery and Future Planning**

- 12:15pm**
- Rebuilding organisational resilience and reputation
  - Key components of post-crisis recovery: assessing damage, restoring operations, addressing stakeholders' needs, and rebuilding trust and confidence
  - Evaluating best practices and case studies
  - Strategies for long-term resilience and sustainability
  - Exploring risk assessment, scenario planning, and crisis preparedness measures
  - Anticipate and mitigate potential future crises, identifying emerging risks, vulnerabilities, and opportunities for proactive intervention

1:45pm Closing Remarks

2:00pm End of Training

**“Comprehensive, very relevant, easy to follow, great online facilitator.”**

**“Very well presented. Easy to follow and understand with amazing group involvement.”**

**“The course was detailed and informative. Well explained and had great interaction points.”**



## Get In Contact

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