

Our other  
Management Development Programmes

Sl. No.	Programme Title	Dates
1.	Leveraging Social Media for Business Intelligence	April 23, 2018
2.	Advanced Management Programme	May 7-9, 2018
3.	Geopolitical Risk and Business Preparedness	May 24, 25, 2018
4.	Data Summarization and Presentation for Non-Technical Executives	May 28-29, 2018
5.	Effective Purchasing Skills & Strategic Sourcing	June 4-5, 2018
6.	Training of Trainers	June 11-13, 2018
7.	Quality Analytics	July 16-17, 2018
8.	HR Analytics	July 23-24, 2018
9.	Advanced Excel Training	July 26-27, 2018
10.	Developing an Intrapreneurial Mindset for Effective Leadership	July 30-31, 2018
11.	Finance for Non-Finance Executives	August 6-7, 2018
12.	Data Analytics for Expanding Markets	August 9-10, 2018
13.	Effective Communication for Women in the Workplace	August 20-21, 2018
14.	Decision Making Techniques for Managers	August 30-31, 2018
15.	Effective Negotiation Skills	September 4-6, 2018
16.	Hands on Workshop on Microsoft Excel Macros-2016	September 7, 2018
17.	Project Management	September 10-11, 2018
18.	Financial Management for Public Sector Enterprises	September 12-14, 2018
19.	Effective Communication and Presentation Skills	September 17-18, 2018
20.	Enhancing Personal Branding-Building Your Pathway to Professional Success	October 8-9, 2018
21.	A Handshake with Disruptive Digital Technologies	October 15-16, 2018
22.	Crisis Communication	October 25-26, 2018
23.	Executing Strategies in World of Constant Disruptions	October 29-30, 2018
24.	Coaching & Mentoring for Personal and Professional Success	November 1-2, 2018
25.	Business Environment in the Middle East and Africa	November 15-16, 2018
26.	A Consultants Tool-Kit for Solving Strategic Problems & Enhancing Business Performance	November 19-20, 2018
27.	Making the Supply Chain Responsive	November 21-22, 2018
28.	Retirement Planning for Seeking Financial Freedom	November 26-27, 2018
29.	Nurturing the 5th Dimension of Leadership	November 29-30, 2018
30.	Managerial Leadership and Team Building	December 3-4, 2018
31.	Enhancing Assertiveness and Positive Attitude	December 10-11, 2018
32.	Creating Winning Sales Teams	December 17-18, 2018
33.	Digital Communication	January 10-11, 2019
34.	Enterprise Risk Management for Creating Risk Intelligent Organisation	January 14-15, 2019
35.	Strategic CSR: From Agenda Building to Impact Measurement	January 17-18, 2019
36.	Foreign Exchange Risk Management	February 4-5, 2019
37.	The New Indian Consumer: Winning Concepts and Practices	February 21-22, 2019
38.	Pricing and Application of Financial Derivatives	February 27-28, 2019

**ABOUT THE INSTITUTE**

FORE School of Management (FORE) has been established by the Foundation for Organisational Research and Education, a non-profit organisation, with a mission "To achieve and sustain Leadership in Management Education, Research, Consultancy and Development".

**Programmes and Accreditations:**

- The PGDM, PGDM (IB) & PGDM (Financial Management) courses at FORE are AICTE (All India Council for Technical Education) approved.
- The PGDM and PGDM (IB) courses are accredited by National Board of Accreditation (NBA).
- The PGDM and PGDM (IB) courses are equivalent to MBA. Equivalence permission is granted by Association of Indian Universities (AIU).
- FORE has been awarded "SAQS Accreditation" by Association of Management Development Institutions in South Asia (AMDISA).
- FORE has set up a state-of-the-art Studio at its Campus to conduct Online Executive Education Programmes for Working Professionals and has been successfully conducting variety of such online certification courses.

Eminent academicians with many years of experience and experts from industry, recognized nationally and internationally, constitute faculty at FORE. FORE has in-house training facilitators in the field of Communication, OB & HR, Finance, Operations, Marketing, IT, International Business and Strategic Decision Making.

With a sharp focus on Management Education, Executive Education Programmes/MDPs, Consulting and Research, FORE stands amongst the Top Business Schools in the country.

FORE conducts MDPs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programmes, FORE conducts customized In-Company Programmes tailored to suit organisation's needs on topics/areas specifically required by an organisation. These Management Development Programmes (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

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For any other information, please contact:

**Executive Education Office**

**FORE School of Management**

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E-mail: [exed@fsm.ac.in](mailto:exed@fsm.ac.in), Website: [www.fsm.ac.in](http://www.fsm.ac.in)

Management Development Programme

on

**Crisis Communication**

**October 25-26, 2018**

**FORE Campus, New Delhi**

Programme Director:  
**Prof. Sriparna Basu**



**Imparting Knowledge for Exploring New Horizons**



DESIGNED BY: ALPS PRINTERS



**FORE School of Management  
New Delhi**



## Introduction

Despite the fact that communication plays a key role in articulation of any business's strategic intent to stakeholders, businesses most times do not have at their disposal a crisis communication plan. A crisis in business is any occurrence that interferes with business operations and draws public scrutiny and media attention. It is also a fact that news of crisis spreads fast and a business that is not prepared to handle crisis could be in danger of tarnishing its reputation. Therefore, knowing how to communicate in a crisis is necessary for a business's survival. The program aims at sharing with the decision makers the importance of having a plan and framework for communicating in crisis.

## Objectives

- Understand what goes into preparing a crisis communication strategy
- Understand and map the issues creating risk
- Understand how to manage the organization's communication during and after an event that threatens its reputation
- Know how to create crisis messages, positioning and response tactics
- How to engage confidently with Press and online social media at the height of a negative news crisis

## Contents

- 1) **Why Crisis plan is often not there and often not implemented:**  
It Can't Happen to Us (Ostrich Theory); Cost of Preparation; Lack of Time or Know-How; Low Priority; Lack of Vision; Lack of Agreement
- 2) **Managing Reputation:**  
Reputation, authenticity and ethics; Stakeholder engagement; Strategic issues management
- 3) **Crisis management in Print & Social media:**  
Principles of crisis communication and PR; digital platforms for crisis communication; crisis communication response and engagement
- 4) **Creating a Crisis Plan:**  
What are the things to consider in pre and post-crisis evaluation; Dos and Don'ts in Dealing with media and human issues in crisis situations?

## Methodology

To involve participants in experiential exercises, role plays, case study analysis and roadmap building for various themes.

## Who should attend

Senior level executives of private and public sector companies

## Duration & Venue

**Dates:** October 25-26, 2018

**Venue:** FORE School of Management, B-18, Qutub Institutional Area, New Delhi 110016

## Fee

**Non-residential:** Rs. 16,000 per participant (plus GST @18%) covering professional fee, programme kit and tea/lunch.

**Residential:** Rs. 28,000 per participant (plus GST @18%) covering professional fee, programme kit and

boarding and lodging (air conditioned single room) at Hotel Residency Resorts (P) Ltd./Qutab Residency, New Delhi or equivalent from **noon of October 24, 2018 till noon of October 27, 2018.**

## Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before October 15, 2018.
- One complimentary nomination on non-residential basis for every group of three nominations from the same organization, i.e., 3+1 participants for the fee of 3 participants.

**Fee is payable in advance by way of Local Cheque / DD in favor of "FORE School of Management" payable at New Delhi. You can also make online payment of fees by logging on to FORE website [http://www.fsm.ac.in/exe\\_openmdpcalendar20182019.html](http://www.fsm.ac.in/exe_openmdpcalendar20182019.html)**

## Registration

The registration form duly filled in along with the Programme fee should reach us at least 7 days before the commencement date of the Programme. You can also register & pay online by logging on to FORE website [http://www.fsm.ac.in/exe\\_openmdpcalendar20182019.html](http://www.fsm.ac.in/exe_openmdpcalendar20182019.html). In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

## Certificate of Participation

The Institute issues a certificate of participation on conclusion of the programme.

## Faculty

The faculty members of the Institute will take the programme sessions, except for a few sessions that may be taken by guest speakers.

## Programme Director

**Prof. Sriparna Basu**, Professor of Communication at FORE School of Management, holds an M.A. from Jadavpur University, Kolkata (Gold Medalist) and obtained her Masters and Ph.D. in Cultural Anthropology from the University of Illinois at Urbana-Champaign, USA. She has more than 17 years of teaching experience which also includes training and consulting experience across various industry sectors. Her training interests span the domains of HR and Communication. She has conducted training workshops on change communication, cross-functional team work, interpersonal communication, assertiveness, cross-cultural communication in international business, crisis communication, and issues of gender in the workplace. She has been involved in training and consulting activities with a number of public and private sector organizations like ONGC, Power Grid, NHPC, British council, Relaxo Footwear, Oriental Insurance, Aviation Academy of India, Indian Institute of Public Administration, Indian Oil, Tata Motors, Food Corporation of India, Border Security Force (BSF), Indian Military Academy Dehradun, and also some start-up organizations. She has presented papers in 18 international and national conferences, and has a cache of publications in the form of research papers, cases and book chapters in national and international peer reviewed journals and books. She has won awards in more than one international case writing competitions. Her current research contributes to the interdisciplinary scholarship on globalization by examining the multiple forms of globalization and evolving cultural and national identities as exhibited by the Asian economies; sustainability of social ventures and behavior of small firms. She can be reached at <sriparna@fsm.ac.in>.

**FORE School of Management**  
Management Development Programme

## Crisis Communication

**October 25-26, 2018**  
**Registration Form**

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Organisation: \_\_\_\_\_

Office Address: \_\_\_\_\_

Phone: Office \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

Your expectations from the Programme: \_\_\_\_\_

Residential / Non Residential \_\_\_\_\_

### Payment Options

#### Online Payment

Programme fees can be paid through credit / debit card / net banking. Please logon to FORE website [http://www.fsm.ac.in/exe\\_openmdpcalendar20182019.html](http://www.fsm.ac.in/exe_openmdpcalendar20182019.html) for online registration and payment.

#### Offline Payment

Programme fees can be paid through Local Cheque / DD  
If attached please give details

Local cheque / DD No. \_\_\_\_\_ Date \_\_\_\_\_ Amount \_\_\_\_\_

Signature

(Please return the completed form by post  
or email: [exed@fsm.ac.in](mailto:exed@fsm.ac.in), to:

**Executive Education Office**  
**FORE School of Management**  
B-18, Qutub Institutional Area  
New Delhi 110 016

*Note: Please feel free to make copies of this form for additional registrations.*