



Advanced Training Course CIIA CRISIS MANAGEMENT AND COMMUNICATION

JUNE 4th & 5th 2009

Venue : BRUSSELS

INTERNATIONAL COMMISSION
FOR FOOD INDUSTRIES

42, rue Scheffer 75116 PARIS

Tel. : 01 53 70 22 46 – Fax : 01 53 70 20 54

<http://www.ciia-c.com> E-mail : ciia@wanadoo.fr

N° Register: 11752 14 50 75

Trainers

Emmanuelle TRAN, Manager of the consulting firm ACYAN
Maria-Laura FRANCIOSI, Journalist – European Journalism
Centre - Brussels

Context :

Food sector companies are very sensitive to health crisis incidents whether these incidents originate in the company itself, in a failure at some level in the supply chain or in its environment. Poor information and/or clumsy management of media during an incident can have consequences which can even threaten the very existence of the company.

Course objectives :

- ↳ To highlight what is at stake in crisis management
- ↳ To provide a methodological basis for the actions and responses to ensure effective crisis management
- ↳ To develop proactivity in dealing with press and media
- ↳ To develop the management of crisis communications in order to protect a company's reputation

The seminar is based on cases studies, role play, practical exercises and methodology. The language of communication will be English. To enhance the training, registration is limited to 10 persons.

Participants : The course is mainly directed at the managers in the food industry and associated trades.

Programme, See the reverse side _____

REGISTRATION FORM

09 – JUN 3

Send back to : CIIA 42, rue Scheffer – 75116 PARIS (France) Tel. : (33) (0)1 53 70 22 46 – Fax : (33) (0)1 53 70 20 54

Mr Mrs Miss **First Name :** **Name :**

E-mail : **Office:**

Tel. : **Fax :**

Organisation/Company :

Address :

Postal code : **City :** **Country :**

Person in charge of training :

Tel : **Fax :** **E-mail :**

Person in charge of the administration of the registration (if different) :

COURSE FEES : 1026 € (Expenses of training 980 € & Lunches 46 €)
(Reduced rates for multiple registrations – Contact us for details)

CIIA, as an International and Intergovernmental organisation is not liable to VAT.

I enclose a check of. € Payment by bank transfer

Accommodation is at the choice of and is borne by the participants

ADDRESS FOR INVOICING:

Date

Signature

PARTICIPANT

COMPANY / FORMATION



INTERNATIONAL COMMISSION
FOR FOOD INDUSTRIES

PROGRAMME

THURSDAY, JUNE 4th 2009
In charge, Emmanuelle TRAN

- 09h45 – 10h00 : Welcome to the participants
- 10h00 – 11h00 : **Stakes and process of crisis management**
- 11h00 – 12h00 : **Working in a crisis management team** (role play)
- 12h00 – 12h15 : Break
- 12h15 – 13h15 : Debriefing and methodology
- 13h15 – 14h00 : Lunch
- 14h00 – 15h30 : **Analysis of crises reported in the media**
- 15h30 – 15h45 : Break
- 15h45 – 16h45 : **How to manage a withdrawal / recall of food product**
- 16h45 – 17h45 : Stakeholders mapping
- 17h45 – 18h00 : Key points - conclusions

FRIDAY, JUNE 5th 2009
In charge, Maria-Laura FRANCIOSI

- 08h30 – 10h30 : **a) How to produce effective press releases** concerning risk communication for both the general and specialised media.
b) How to be proactive in dealing with press and media (you contact them rather than waiting to be contacted).
c) Practical drills, writing press releases...
- 10h30 – 10h45 : Break
- 10h45 – 12h00 : **Developing accessibility for the media** (factory visits, presentations etc) so that the media - and hence in turn the public- knows what you do and what precautions you take.
- 12h00 – 13h00 : Lunch
- 13h00 – 14h00 : **Ensuring that company information** is accurate and clear and not susceptible of misinterpretation.
- 14h00 – 15h00 : **Establishing good lines of communication** (i.e. does the media know who to contact within your company, preferably routinely and not only when a crisis erupts?). In case of a crisis, how to face up to it and how to answer pressing and at times unfriendly questions.
- 15h00 – 16h00 : **Developing rebuttal mechanisms** to cope with ill-informed or biased reports in the media.
- 16h00 – 16h30 : Conclusion and seminar evaluation