



9051



In-Class



16 hours

### Program Description

Crisis Management and Communication course aims to equip participants with the necessary knowledge and skills to develop and implement a good crisis management system.

### Target Audience

All staff who are involved in crisis management planning for their organizations, or personnel who will be put in 'the front line' if a crisis occurs.

### Program Objectives

- What is Crisis Management?
- Elements Of a Good Crisis Management Plan
- Understand how to setting up the crisis management Team
- Understand the Management role before – during & post crisis
- Build an effective escalation process
- Dealing with Media during crisis

### Program Outline

- What is a Crisis
- Framework for Crisis Management
- Crisis Management toolbox (Escalation Table - Trigger Table - Contact Matrix - contact Book)
- Crisis Management and SWOT analysis
- Emotional Stages During Crisis
- Monitoring of events
- Detection of incidents
- Assessment and evaluation of incidents
- Activation of an incident response
- Escalation of incidents
- Post Incident review
- Incidents Documentation
- What is Emergency
- Emergency Response plan

- Evacuation Procedure
- War room structure
- Crisis Communication
- Case Studies and crisis Simulation activity

### Program Language

Bilingual.

### Instructor's Biography

#### Sherif Badawy

Sherif Badawy has more than 17 years' Experience meeting needs of Business Continuity and Crisis Management aligned with the latest international BCM standards ISO22301. Holds Bachelor Degree of Commerce, Cairo University 1998, he is officially certified BCM Lead Auditor from Business Standards institute (BSI-London) And Certified international trainer from Boston University and FBIA Academy.

Sherif has helped many organizations operating in Egypt, UAE and Bahrain to Develop, Rollout and Implement their Business Continuity and Crisis Management plans to ensure readiness and high resilience.

Prior to his current role as a trainer and consultant Sherif held many managerial positions with a number of leading organizations including Emirates Integrates Telecom Company (Du) ,Barclays Bank , The Egyptian Company for Mobile Services (Orange) and VIVA Bahrain.

Sherif has conducted a number of BCM training for many Banks in Egypt helping them start thinking strategically and how to build, implement and embedding BCM in their culture. Sherif also has conducted a number of BCM/Crisis Management Trainings in Egypt and Gulf countries.