Digital and Social Media Management During Crisis

“You need to be prepared for today’s media culture, in which a tweet can become newsworthy and a news interview can become tweet-worthy.” – Brad Phillips of Phillips Media Relations

According to an ODM study, 65% of respondents think social media makes a crisis worse. But 55% think it makes a crisis easier to deal with after.

Digital and social media platforms are an easy way for your business and customers to interact in real-life, but it can also be a double-edged sword in a crisis. With just a single click, information (verified facts or otherwise) can spread like wild fire; making it incredibly difficult to control.

From avoiding, to preparing, and finally to surviving a digital/social media crisis, you need to have specific frameworks set in place. This way, you can minimize the damage and allow your business to get back in the swing of things as soon as possible.

This August, Advertising + Marketing Magazine and Orchan Consulting Asia present a new MasterClass; Digital and Social Media Management During Crisis to help you in this aspect. This interactive session is filled with case studies and you will also learn how to:

- Have a full understanding of what causes a digital/social media crisis
- Draft a social media crisis management framework
- Utilise tools to monitor and identify possible areas where crisis might derive
- Prepare a credible online response
- Guidelines for online reputation clean-up

Who should attend:
- VPs and Marketing directors
- PR Directors/Managers/Executives
- Marcom Directors
- Social Media Managers
- Digital Marketing Executives
- PR Executives
- Account Managers/Executives
- Community Managers/Executives
- Influencers/Influencer Agencies

Course details:
Title: Digital and Social Media Management During Crisis
Date: 7 August 2018, Tuesday
Time: 9.00 am to 5.00 pm (Registration starts at 8.45am)
Venue: ParkRoyal Kuala Lumpur

Course fee: USD 599 per person (on or before 6 July 2018)
USD 799 per person

To register, please contact: Rachel Sarmiento at rachels@marketing-interactive.com or at +65 6423 0329
About the trainers:

Craig J Selby & Farrell Tan
Managing Director & Founding Director
Orchan Consulting Asia

Craig J Selby, Managing Director
Craig is the Managing Director of Orchan Consulting I Asia, a multi-award winning boutique public relations and branding agency based in Kuala Lumpur. Craig is a long-time proponent of structured and measured change. Renowned for the shaping of clever ideas to help brands stand out amidst the clutter, his stable of achievement encompasses a multitude of clients across varying industries, ranging from automotive to food and beverage; healthcare to FMCG; consumer electronics, and more. He has overseen accounts such as Dyson, Peugeot, ARA Asset Management, SCS Butter (Auric Pacific), Mayland Properties, amongst a host of local clientele including restaurant management group Outto Dine, Asian Food Channel's Chef Tommes and his establishments, CodeAr.my, and multiple start-ups and SMEs across various industries.

Craig regularly coordinates and delivers training opportunities for senior management in client organisations focusing on strategic communication, stakeholder engagement, change and reputation management. Each presentation is crafted not only for the specific group but also to highlight latest research and industry practice in an approachable and realistic fashion.

His career commenced lecturing marketing and management at tertiary level, where he subsequently headed several private sector institutes. He then formed his own consultancy and was engaged as a trouble-shooter – responsible for internal auditing, restructuring and redevelopment of departments and institutes to remain competitive in a highly contested market. This motivated him to branch out and work with other industries focusing on change and development as a core theme in business survival. Craig co-founded Orchan Consulting | Asia Sdn Bhd in 2009 – with the mission to orchestrate change for clients.

Craig’s post-graduate qualifications cover the fields of Globalisation, Economic Development, and Tertiary Teaching & Management.

Farrell Tan, Founding Director
Fifteen years have passed since Farrell Tan’s immersion in public relations first took root. What began as an entry-level vocation in advertising back in 1997, has since evolved into a highly-decorated career pillared by strong business acumen and an enviable knack for leadership. Today, the same trailblazing spirit persists, but at a greatly magnified degree.

With a diverse skill-set encompassing account servicing, brand management, crisis communication, campaign ideation, creative conceptualisation, corporate communication, change management, event planning, sponsorship acquisition, government relations and more, tucked under his belt, Farrell's passion for leading the charge on change defines the very outline of his blueprint for best-in-class success.

The establishment of Orchan Consulting I Asia in 2009 is the ultimate realisation of his dream to spearhead innovation, combined with personalisation. Through Orchan Consulting I Asia, Farrell has spearheaded campaigns for PUMA, MEPS, STAEDTLER, Mayland Properties, MARTELL, Timberland, Forever 21, ARA Asset Management Ltd, PEUGEOT, SERVCORP, UNICEF, KAO and DYSON, among other local and international brands.

Winner of a slew of awards such as “Best Newcomer” at McCann-Ericksson in 1997; “Best Overall Performer” at Bates Asia/141 Worldwide in 2003; and included in Prestige Magazine’s “Top 40 Under 40” award in 2011, Farrell shows no sign of slowing down.
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<td>Anatomy of a Social Media Crisis</td>
<td>• Social media crisis paradigms&lt;br&gt;• Understanding a social media crisis&lt;br&gt;• Online crisis communication&lt;br&gt;• Towards a social media crisis management framework</td>
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<td>Interactive experience: ‘We have a situation here’</td>
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<td>• In the age of fake news and the Anti-Fake News Act (2018)&lt;br&gt;• Implementing early detection systems&lt;br&gt;  o Listening &amp; monitoring tools - paid and unpaid&lt;br&gt;  o What keywords / hashtags do you monitor&lt;br&gt;  o Assessing the magnitude of crisis&lt;br&gt;• Coordinating and leading PR strategy&lt;br&gt;• Online crisis strategy</td>
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<td>• Channels&lt;br&gt;• Integrating with offline PR strategy&lt;br&gt;• Manipulating your online presence&lt;br&gt;• Flying high</td>
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