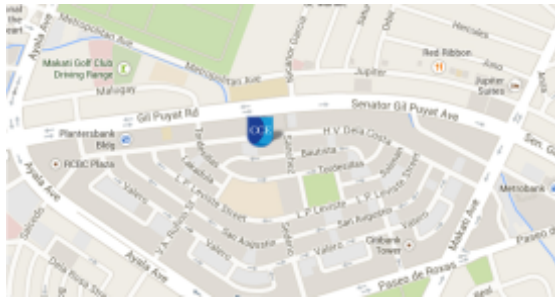## Crisis Management

Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

Venue:

Ateneo de Manila University - Salcedo Campus
3/F Ateneo Professional Schools Bldg.,
130 H.V. Dela Costa St., Salcedo Village,
Makati City, Philippines

CUSTOMIZED PROGRAMS

We offer companies our tradition of service and excellence through customized programs fit for special organizational needs. *Call us and lead the change!*

Accreditations:

Member:

Follow us:

DATES
March 26, 2020
Thursday
8:30 am – 4:30 pm

PROGRAM FEE
Php 6,500.00 (Early Eagle Rate until Mar. 12)
Php 7,500.00 (Regular Rate)
Php 4,500.00 (BCMAP member)

HOW TO REGISTER
Online
www.cce.ateneo.edu

Email
sales.cce@ateneo.edu

Call
(+632) 8840.2770

Schedules and prices may change without prior notice.

ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS

Business Continuity Management

Crisis Management

March 26, 2020

In partnership with the Business Continuity Managers Association of the Philippines

BCMAP

CCE CENTER FOR CONTINUING EDUCATION

Crisis Management focuses on proactively prevent crisis and if needed how to react on from it. There are various threats that can lead to crisis from IT systems, labor un-rest, theft, sabotage, fire and other environmental hazards.

It is essential that we provide relevant plans on how we manage these entire crisis, enable our crisis management team on how to respond or react if it happens. We also need to prepare and know how to communicate to all our employees, suppliers and other stakeholders in the event of any crisis.

Crisis Management

objectives

After the course, you will be able to:

1. Describe the difference of a crisis and disaster;
2. Ensure that the stakeholders are enabled during a crisis;
3. Share various crisis mitigation techniques to minimize impact; and
4. Develop a plan that is integrated to the BCM Program.

who should attend

The general workforce within an organization or individuals who are keen to explore crisis management

About BCMAP

Business Continuity Managers Association of the Philippines (BCMAP) was formed in 2006 with the goals to organize forums, conduct certification classes, and promote the best practices and standards of Business Continuity and Disaster Recovery. BCMAP aims to address the needs of enterprises from various sectors in the country and ensure the protection of human lives and assets in the event of any disruption or crisis in business.

The group started to organize forums thru the sponsorship of companies like IBM, Citibank, ADB, BSP, ePLDT, Symantec, Meralco and Zuellig. They have also approached Disaster Recovery Institute International (DRII) from the US and the Business Continuity Institute (BCI) from UK to provide subject matter experts on the professional practices of business continuity. The forum continues to evolve and collaborate with various government agencies like NDRRMC, BFP, DOH and NGOs like WHO, Red Cross, Zuellig Foundation, among others to continue to promote the practice of Business Continuity in the country. They also encouraged and mentor practitioners to get certified as Business Continuity practitioners with DRII or The BCI to ensure implementation of best practices in the country.

The courses are delivered by seasoned practitioners on BC/DR. Some of their certified instructors are listed below:

• Mel Cabodil, CBCP, AMBCI, ITIL Professional
• Jaycee dela Cruz, CBCP, AMBCI, CBE, MBA
• Sebastian Puache, CBCP
• Carol Atido, CBCP
• Eugene Daga, CBCP
• Jeffrey Jardin, CBCP
• Joselito Capinpin, ABCP, PMP
• Eric Ugaddan, ABCP, NEBOSH Certified

program content

I. What Is Crisis Management and its relationship to Business Continuity Program

A. Importance of crisis management
B. Organization and role of crisis management team
C. Crisis communication plan
D. Incident response plan

II. Disaster Recovery Institute International (DRII) Professional Practices on Crisis Communication and Incident Response

III. Crisis Communication Plan

A. What is crisis communication
B. Crisis communication plan, purpose and elements
C. Role of business continuity practitioners in crisis communication
D. Source of information for crisis communication
E. Interacting with media
F. Crisis communication checklist

IV. Incident Response

A. What is incident response
B. Incident response plan elements
C. Role of business continuity practitioner in incident response plan
D. The Incident Response Team
E. Escalation procedures
F. ICMS Organization and Roles
G. Communication flow
H. Unified command
I. Coordination with external agencies