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# CONTINUING PROFESSIONAL DEVELOPMENT TALK

15 February 2019  
3.00pm-5.00pm  
MIM Learning Centre, PJ33

## EFFECTIVE COMMUNICATION IN A CRISIS SITUATION



A crisis can occur anywhere and anytime. Only planning, preparation, practice and training in managing a crisis including how to effectively communicate with the various stakeholders can enable the organisation to deal with the situation effectively. Listen to M.Krishnamoorthy, a Media Relations Coach, HRDF Certified Professional Trainer and currently a full-time Professor with Xiamen University Malaysia share his insights and tips in an engaging and fun filled session.

### KEY TAKEAWAYS

- Apply strategies to positively engage the stakeholders and media
- Know how to focus on the message and steer the communication delivery towards messages that they can “own” and deliver them well.
- How to communicate, engage and connect with the stakeholders and the public for a variety of reasons such as build trust and credibility for the organisation
- Be able to utilize positive body language and vocal quality to persuade powerful stakeholder interaction

### ABOUT THE SPEAKER:



#### **M.Krishnamoorthy**

Krishnamoorthy has written 6 books and the latest bestseller May 9-- People Power Saves Malaysia-- Mahathir leads the Way and Flying Through Crisis MH370: Lessons in Crisis Communications.

As a former journalist with the Star, he had the highest number of front page breaking news articles He currently freelances as a journalist for CNN, BBC, German, Australian TV networks, New York Times and TIME magazine.

He has taught news and features writing at Monash, Murdoch, HELP, IACT and UTAR and has lectured in Malaysia, Singapore, Philippines and the United States in media relations, at conferences, seminars and workshops.