



Asia Masters Center

Efficiency In Crisis Management & Business Continuity



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Efficiency In Crisis Management & Business Continuity

➔ Course Objective

- Understand Crisis Management and its preferred framework for the private and public sectors
- Understand escalation of incident to crisis to disaster
- Understand Civil Defence responsibilities
- Apply effective crisis management tools and techniques for when an organization is under pressure
- Develop an effective stakeholder management plan for use in a crisis
- Identify measures that would improve their organizations' crisis management capabilities

➔ Target Audience

- Crisis Management
- Business Continuity Management
- Risk Management
- Contingency Planning
- Internal & External Audit

➔ Course Outline

Crisis Management Overview

- Define Crisis Management
- Crisis Management framework
- Command centre operational dynamics
- Invocation pressures & processes
- Legislation
- Civil Defence
- Strategies, structures and command

Crisis Management Team

- Leadership
- Information flows
- The timeline technique
- Crisis Management team essentials
- Logging of information
- The 3IA operations board

Crisis Management and Communication

- Brand image and reputation
- Internal communications
- External communications
- Stakeholders
- Operational partners
- Social media communications
- Other miscellaneous issues
- The design of financial models for forecasting and decision-making



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➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

➔ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.



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Price (USD)

**Communicate with the training department
to know the participation fees**

➤ **There are offers and discounts for groups**

The details of the bank account

Bank name: CIMB Bank Berhad

Account name: Asia Masters Center SDN. BHD

Bank account number: 80-0733590-5

Swift code: CIBBMYKL

IBAN: Null