



A CMAE ONLINE WORKSHOP

CRISIS COMMUNICATION & MEDIA MANAGEMENT MASTERCLASS

THURSDAY 22ND JUNE 2023
10.00 – 15.00
(INCLUDING LUNCH BREAK)

CRISIS COMMUNICATION & MEDIA MANAGEMENT MASTERCLASS

PROGRAMME DETAILS

“It wasn’t raining when Noah built the Ark...”

One small incident can quickly turn into a reputational nightmare. We have all seen examples of damaging videos going viral in a split second.

But if you are prepared and trained, you are more likely to manage that crisis and control the damage. This masterclass prepares Club Managers for a communication crisis and provides the insights how to guard your Club’s reputation. When it really matters.

Monique Landman, Chief Empathy Officer at Unchain People & Change and Roz Thomas, CEO of Hill+Knowlton Strategies for Africa have been working together at the global communications advisory Hill+Knowlton Strategies for years. They are both passionate believers in the power of purpose to transform organisations and they support executive clients to tackle complex business issues. This includes being front-line counsel to organisations in crisis.

In this half day online workshop, they will share their insights with you and empower you to face a crisis with more confidence, equipping you to deal with media under pressure in a crisis and build future proof reputations.

PRESENTERS:

**MONIQUE LANDMAN-
BOVENKAMP**



ROZ THOMAS



DELEGATE FEES

£225.00 CMAE Members

Limited to 16 delegates

DEADLINE TO BOOK: 15th June 2023

**TO BOOK COMPLETE AND RETURN THE
BOOKING FORM**

BOOKING FORM

YOUR NAME

CLUB/BUSINESS

POSITION AT CLUB

EMAIL ADDRESS

PHONE NUMBER

I CONFIRM I WOULD LIKE TO BOOK ONTO THE FOLLOWING WORKSHOP

CRISIS COMMUNICATION & MEDIA MANAGEMENT MASTERCLASS
THURSDAY 22ND JUNE 2023 - ONLINE - £225

PREFERRED PAYMENT METHOD

BANK TRANSFER

CREDIT / DEBIT CARD

TERMS AND CONDITIONS

Cancellations must be received 14 days prior to the event date
Any cancellations received after the 14 days will not be subject to refund
Bookings are not guaranteed until payment is received in full.
Dates are subject to change. In the event that the delegate cannot make
the change of date a refund will be offered

PLEASE RETURN BOOKING FORMS TO

office@cmaeurope.org