



E2CAV001W-2

(Token- required)

Communication Workshop (Level II)

Crisis Management

Ms Yuen Wai Yee Anna

Lecturer & Course Coordinator of Creative Communication,
Division of Communication, College of International Education,
Hong Kong Baptist University



Application Deadline

13 May 2024

12:00 noon

Intended Learning Outcomes

Upon completion of the programme, participants should be able to:

1. Develop an understanding of the fundamental concepts and principles underpinning crisis communication;
2. Understand the significance of communication in crisis management and message delivery;
3. Acquire skills necessary that help identify communication challenges during a crisis;
4. Evaluate the potential impact of crises and apply strategies to manage and mitigate crises;
5. Enhance problem-solving abilities through engaging in dynamic interactive exercises and enabling the application of crisis communication techniques in various scenarios.

Result Release

24 May 2024



◆ Introduction

This programme is one of the elective programmes of the Leadership Training Programme Series, which mainly focuses on crisis management.

The programme aims to introduce students to the fundamental concepts and principles of crisis communication and management and the necessary skills and knowledge to effectively manage communication during crises. In today's fast-paced and interconnected world, organizations face numerous potential crises that can significantly impact their reputation, operations and stakeholders. Throughout this workshop, students will learn strategies for proactive crisis prevention and effective response. They will gain insights into the crucial role of communication in crisis management and message delivery. Interactive exercises will enhance problem-solving skills and allow students to apply crisis communication techniques in different scenarios.

◆ Schedule

Session	Date	Time	Venue
1	15 July 2024 (Monday)	2:00 p.m. – 5:00 p.m.	Room 303, HKAGE
2	22 July 2024 (Monday)		
3	29 July 2024 (Monday)		

◆ Target Participants

- S3 – S6 HKAGE student members in 2023/24 school year. (Priority will be given to S3 to S5 HKAGE student members whose HKAGE student number begins with 223 admitted in the 2022/23 school year from Principal's Nomination.)
- Class size: 30

* Student members would be selected randomly by the computer system. The decision of HKAGE on the result of the selection should be final.

◆ Pre-requisite

No special prerequisites are needed

◆ Medium of Instruction

English with Chinese/ English handouts

◆ Certificate

E-Certificate will be awarded to participants who have:

- Attended ALL sessions; AND
- Actively participated in the workshops with satisfactory performance



Leadership Training Programme Series

Leadership training programme series aims to enhance students' leadership skills comprehensively.

LEADERSHIP TRAINING PROGRAMME 2023/24

CORE

1. ORIENTATION SESSION AND ANNUAL HOTUNG LECTURE



2. TWO CELEBRITIES TALKS



3. LEADERSHIP WORKSHOPS



4. MINDSET EMPOWERMENT WORKSHOP (INTRODUCTORY MODULE)



5. LEADERSHIP CAMP



6. SHOWCASE AND GRADUATION CEREMONY



ELECTIVE

1. MINDSET EMPOWERMENT WORKSHOP (ENHANCEMENT MODULE)



2. DRAMA PROGRAMME



3. CRISIS MANAGEMENT



4. STUDENT ORGANISING TEAM & TRAINING PROGRAMMES



5. ADVANCED PROGRAMME IN PUBLIC SPEAKING (3-PHASE COMPLETION)



*A certificate will be awarded if students achieve the programme requirements within one school year. Programme details are subject to change. Please refer to HKAGE website for details.



Leadership training programme series : graduation requirements (required to complete before 31 Aug 2024)



Gold Award: Complete 5 core programmes* + 1 elective programmes



Silver Award: Complete 4 core programmes* + 1 elective programmes



Bronze Award: Complete 3 core programmes* + 1 elective programmes

*Must include: "Core programme 6 : Showcase and Graduation ceremony"

◆ **Enquiries**

☎ 3940 0101

✉ programme@hkage.org.hk