



E2CAV001W-2

(Token- required)

Communication Workshop (Level II)

Crisis Management

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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

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 the 2023/24 school year.
- 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