



香港資優教育學苑

The Hong Kong Academy for Gifted Education

香港特別行政區政府教育局資助

Subvented by the Education Bureau, the Government of the HKSAR



[Learn about Gigi & Yoyo](#)

E2CAV003C

(Token- required)

[ **Gifted Programme** ]

**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

**CRISIS  
MANAGEMENT**

**Application Deadline**

**12 Dec 2024**

## **Intended Learning Outcomes**

**Result Release**

**12 Dec 2024**

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.

## ◆ Gifted Programme Introduction

This programme is one of the core programmes of the Leadership Training Programme Series.

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	4 January 2025 (Saturday)	2:00 p.m. – 5:00 p.m.	Room 105, HKAGE
2	11 January 2025 (Saturday)		Room 403, HKAGE
3	18 January 2025 (Saturday)		
4	25 January 2025 (Saturday)		

## ◆ Suitable for

- S3 – S6 HKAGE student members in 2024/25 school year. ( Priority will be given to S3 to S5 HKAGE student members whose HKAGE student number begins with 233 admitted in the 2023/24 school 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.

## ◆ Medium of Instruction

Cantonese with English handouts

## ◆ Pre-requisite

No special prerequisites are needed

## ◆ Certificate

E-Certificate will be awarded to participants who have attended all the sessions and shown active participation in class activities.



## LEADERSHIP TRAINING PROGRAMME SERIES 2024/25

### Core programmes

Orientation Talk 01

02 Two Celebrity Talks in Leadership

Leadership Workshop 03

04 Emotion Management Workshop

Leadership Training Camp 05

06 Forest Therapy Experience

Mindfulness Workshop 07

08 Drama Course

Communication Course 09

10 Graduation Ceremony & Showcase\*

*Elective Programmes: All Other HKAGE Programmes/Activities*

The programme information may be subject to change; please refer to HKAGE website for details.

### Graduation Certificate Requirements:



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



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



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

• All programmes (except "Orientation Talk" and "Graduation Ceremony & Showcase") must be completed within 1 September 2024 to 30 April 2025.

• \* "Core Programme: Graduation Ceremony & Showcase" (Early July 2025) must be included.