

Managing a Cyber Crisis

A practical one-day workshop on protecting carefully constructed corporate reputations from damage by individuals or groups of disgruntled activists

It is equally applicable to in-house PR executives and consultants.

PROFESSIONAL
£365*



*For companies in the PRCA or delegates in the CIPR. Full price £435+VAT.

Aims of the course

Carefully nurtured corporate reputations can now be destroyed in hours; even by a single disgruntled individual. The internet has levelled the playing field.

Delegates learn: what to look for; how to engage with it; and which strategies and tactics to adopt when dealing with an online attack on your reputation.

Delegates learn how to:

- Monitor online chatter and recognise threats before they mature.
- Audit their online reputation.
- Prepare staff in the disciplines needed to maintain a professional online presence.
- Recruit advocates to help defend them.
- Decide whether to engage the threat directly or simply monitor its progress.
- Respect online etiquette when engaging with activists.
- Mount neutralising, diversionary or even spoiling campaigns to respond to threats.

COURSE CONTENT

Your Online Reputation

The characteristics of an on-line attack on your reputation. Online activists and their nature: when Twitter goes bad; Facebook failure; and belligerent bloggers.

The online reputation audit: Who's talking about you? What are they saying? Where are they? Identifying the serious viral threat and the "hot air" activist.

Spoof sites, FLOGS, hate sites and anti-sites.

Preparing your Defence Online

Essential first steps in occupying your cyber space. Briefing employees. Codes of conduct for staff.

The concepts of dark sites and dark pages.

Strategies for Online Crises

Scenario models. Monitoring the on-line world. Monitor or engage: the decision making matrix. Advocate recruitment.

Forms of on-line behaviour: the etiquette of dealing with online activists.

Tactics for Defending your Organisation Online

Spoilers and diverters: how to draw the attention away from the antagonist. Containing and neutralising: how to win the online battle for minds and hearts. Identifying, recruiting and deploying advocates to defend your brand.

Monitoring for success.

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.



PR Training Provider