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# Crisis communications in further education

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**7 October 2020 at 10:30**  
**On Zoom**

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**Chalkstream**



# Overview

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## What to expect

2020 has been a year of massive turbulence for everyone. Colleges around the country were plunged into crisis mode to deal with the sudden impact of the Covid-19 outbreak. This workshop will help colleges prepare and deliver effective communications when facing a public difficulty. The masterclass draws on Chalkstream communication's in-depth research and vast experience.

### You will develop your understanding of:

- The nature and impact of crises on organisations - generally and in a further education context
- Resources and personnel required for effective crisis communication
- How to manage media and social media interest
- How organisations under pressure communicate effectively and with impact.

## AoC Services virtual event experience

- Access to passionate specialists who keep up to date with the latest trends in their field.
- Speakers and trainers work closely with AoC to ensure the quality of their delivery and delegate engagement.
- Events are designed to deliver an engaging and interactive experience using short bursts of content delivery, group breakouts and interactive polls
- On the day(s) of the event you'll be able to watch the sessions live via desktop or phone and interact with speakers, network and join polls.
- All sessions are recorded so you can refer back to the sessions at a later date.



# AoC Training

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## **AoC In-house training**

[www.aoc-services.co.uk/in-house-training](http://www.aoc-services.co.uk/in-house-training)

Behind every successful college is an informed and well-trained workforce.

The process begins and ends with you. The critical benefit of in-house training is the ability to design programmes that address your specific situation. We'll work with you to create a bespoke training programme led by a team of experts selected from inside AoC and beyond.



## **AoC Senior Leadership Development Programme**

[www.aoc-services.co.uk/sldp](http://www.aoc-services.co.uk/sldp)

You know that your college needs a strong team of strategic leaders to help support the students it serves in its community. Developing these skills can seem overwhelming and it can be hard to have the space to work on the college and not in it, especially in the current times. But, your college needs to strategically look forward enabling it to be ready for future challenges and opportunities.

This highly interactive and well-regarded programme develops the strategic skills of senior leaders in the further education sector in a complex and uncertain world. The programme not only offers you an analysis of global strategic development best practice but also enables you to put your new knowledge into practice straight away.

**Speak to the team about your requirements: [training@aoc.co.uk](mailto:training@aoc.co.uk)**