Communication in times of Crisis Management
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Abstract

Communication crisis usually expands without warning, and can't always be predicted, but it is nevertheless possible and desirable to prepare for it. Early preparation is based on building possible scenarios and methods of action in such situations. A wise and decisive action is required in order to minimize damage and perhaps even turn the crisis into an achievement.

During the workshop, I will share our experience in crisis management and will discuss various principles for removing some of the risks and reducing the damage to the organization's image.