



# AIR TRANSPORT CRISIS COMMUNICATION AND PUBLIC RELATIONS MASTERCLASS 2019

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**Are you working in aviation industry? Maybe in an airport or for an airline? And finally in you are responsible for Communication and Public Relations? In that case, you should read really carefully, as it is for you! Do you already have the Air Transport Crisis Communication and Public Relations Masterclass 2019 in your agenda? We hope so!**

**It is increasingly important that airports, airport authorities and airlines have an effective plan and process when it comes to communications and managing media response and public relations in times of crisis. The reputation and sustainability of airports and authorities are at tremendous risks should there not be a clear and strategic crisis communication plan. Today, where technology advancement is more rapid than ever before, and social media usage is widespread, the complexity and difficulty of crisis communication has increased by multiple folds.**

## **CASE STUDIES, ROLE PLAYS, PRACTICAL EXERCISES AND REAL INDUSTRY PRACTICES INCLUDED!**

As importantly, the airport & airlines staff and assigned members of the authorities must be adequately skilled and trained to communicate crisis and handle the media and social media, in order to withstand the associated pressures, ensure there is no misrepresentation of information and that the organizational brand is kept intact.

This **4-day masterclass** taking place in **Singapore** from **18 – 21 June 2019** will allow participants to be exposed to learning experiences and best practice techniques and strategies on how they can effectively plan, manage and implement crisis communication, public relations, media and social media response.

For more information, please visit the event website or email at [enquiry@equip-global.com](mailto:enquiry@equip-global.com) now!

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### **ARTICLE LINK:**

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