

2018 Public Relations Series



GEORGE GODSAL
Hong Kong Market Leader
Burson Cohn & Wolfe

George has over 20 years of crisis communications expertise, and has provided counsel to organisations right around the world on everything from product safety issues to cyber incidents. He is Hong Kong market leader for Burson Cohn & Wolfe, one of the world's largest communications consultancies, and a well-known leader in crisis and issues advisory.

Thursday
12 April 2018
12:30 – 2:00 p.m.
CVA1022,
Communication and
Visual Arts Building,
HKBU School of
Communication,
5 Hereford Road,
Kowloon Tong

When the stakes are high - communicating in times of crisis

The digital age has brought huge change to every walk of life, not least that of crisis communications. The new normal for all businesses today – whether a well-known consumer brand or a niche business-to-business company with a low corporate profile – is “when, not if” when it comes to facing a reputational crisis of some description. This talk will cover some of the recent trends in crisis communication. How can companies better equip themselves to be more ready and more responsive in crisis situations? It will also feature a live crisis simulation exercise for attendees delivered through an abridged version of Burson’s “PressurePoint” crisis platform to test the crisis communications instincts of attendees.

Limited seats for the live crisis simulation.
Register now by RSVP at
cmcr@hkbu.edu.hk or 34115121