



HONG KONG
RETAIL MANAGEMENT
ASSOCIATION

香港零售管理協會

"Defusing Bomb" Effective Crisis Management 拆彈專家 - 有效危機管理

30 September 2014, Tuesday | 9:30am – 12:30noon

Deadline
截止日期
19/9/2014



Course Objective

- To understand characteristics of crisis & the key areas of concern
- To learn the strategies on crisis management & damage control
- To acquire the communication skills in managing expectations & delivering messages

Content

- Crises in the retail industry & their characteristics
- The top five must-do list during a crisis
- **Managing crisis in a strategic way** - information sensitive, damage control & navigating communication
- **Damage control** - preventing fermentation, managing information & emotions, resuming operation
- **Strategic communication** - managing expectations & navigating negative messages
- Golden rules on crisis management
- Cases study



Instructor:	Dr. Suen Lap Man (Vital Employee Service Consultancy)
Target Participant:	Middle to Senior Management, SME Owners
Venue:	Rm 202, First Commercial Building, 33-35 Leighton Road, Causeway Bay
Fee:	Member: \$550 / person Non-member: \$950 / person
Language:	Cantonese

孫立民博士過去曾為廉政公署策劃宣傳及教育工作，近年主要為不同機構提供管理顧問及員工培訓服務，為超過 200 間公私營企業提升員工質素及解決管理問題，經常接受傳媒專訪。他精於以輕鬆幽默手法授課，令參加者熱烈參與及有所啟發。孫博士曾多次為醫管局、教育局及商業機構舉等辦危機管理工作坊。近年他設計了不少嶄新的培訓主題，包括「即場彈起」、「Bossology」、「讓衝突軟著陸」等，都深受企業歡迎。

Enrollment will be made on a first-come-first-served basis 名額先到先得



2014 Retail Workshops Enrolment Form

報讀工作坊名稱 Workshop Name: _____

公司資料 Company Information

Company : _____
 公司名稱 _____
 Contact Person (Mr./Ms.) : _____ Position : _____
 聯絡人 (先生/女士) _____ 職位 _____
 Tel : _____ Fax : _____
 電話 _____ 傳真 _____
 Email : _____
 電郵地址 _____

The following person(s) will attend the captioned workshop 出席者如下:

<u>Name 姓名</u>	<u>Position 職位</u>	<u>E-mail 電郵</u>
(Mr.先生/ Ms.女士)* _____	_____	_____
(Mr.先生/ Ms.女士)* _____	_____	_____
(Mr.先生/ Ms.女士)* _____	_____	_____

* Please delete whichever inappropriate *請刪去不適用者

付款方式 Payment Method

Cheque Payment 支票 HK\$ _____ (Chq No: _____)

American Express (AE) Card Payment (all information MUST be completed):

Card Member Name: _____ Card Number: _____

Card Expiry Date: _____ Amount Due: HK\$ _____

Card Member Signature: _____

聲明 Declaration

本協會收集的 貴公司資料將用作處理上述活動申請。請注意 貴公司必須提供所有資料，以便本會處理有關申請。本會將會使用 貴公司所提供的公司資料作通訊及市場推廣的用途，包括協會的通告、刊物、研究資料、市場資訊；推廣協會的周年活動、研討會、會議、簡報會、獎項計劃、培訓計劃及服務，以及協會的合作夥伴所舉辦的同類活動。本會只在取得 貴公司的同意後才會使用有關資料。 貴公司有權要求查閱或更正公司的資料，請書面以郵寄、電郵 (event@hkrma.org) 或 傳真 (2866 8380) 方式與本會職員吳小姐聯絡。

本公司 []同意 / []不同意 協會使用上述的個人資料作上述宣傳推廣用途。

公司蓋印

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 If a receipt is required, please complete the section below. 如需收據，請填妥以下資料

Name 姓名: _____

Address 地址: _____

報名程序 Application Procedures

1. 請填妥報名表格，透過電郵或傳真交回協會，隨後可將報名表格副本連同支票，以郵寄方式遞交（支票抬頭：香港零售管理協會有限公司）。
2. 郵寄地址：香港銅鑼灣禮頓道33-35號第一商業大廈10樓。
1. Application form can be submitted by email or fax. Copy of application form and a crossed cheque payable to “Hong Kong Retail Management Association Ltd” should be sent to the HKRMA by post.
2. Mailing address: 10/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong.

條款及細則 Terms and Conditions

1. 活動名額有限，以先到先得方式安排，如未能成功報名者，本會將個別通知有關人士。
2. 費用須於截止報名日期前繳交，否則報名無效。報名一經接納，本會將於活動舉行日期前最少2天，向成功申請人士發出電郵確認書。
3. 報名一經接納，概不退款。
4. 如欲將參加名額轉讓予他人，必須於活動前3個工作天以書面通知協會。
5. 如活動當日上午7時或以後仍然懸掛八號颱風信號或以上／黑色暴雨警告信號，全日活動（9:30am-6:00pm）及上午活動（9:30am-1:00 pm）將會取消。當日下午1時或以後仍然懸掛八號颱風信號或以上／黑色暴雨警告信號，下午活動（2:30pm-6:00pm）將會取消。如活動被取消，協會將視乎情況而決定是否另行舉辦，並保留一切最終決定權。
6. 協會有權拒絕任何申請、取消或更改活動安排，並保留一切最終決定權。
1. Due to limited seats, enrollment will be made on a first-come-first-served basis. In case of unsuccessful enrollment, HKRMA will notify the applicants individually.
2. Confirmation is subject to payment in full. Confirmation email will be sent to the successful applicant at least 2 working days before the event.
3. No refund for cancellation.
4. Substitution of applicant is allowed. Written notification should be sent to the HKRMA at least 3 working days before the event.
5. If Typhoon Signal No. 8 or above is hoisted at or after 7:00am, the full-day event (9:30am-6:00pm) and morning event (9:30am-1:00pm) will be cancelled. If Typhoon Signal No. 8 or above is hoisted at or after 1:00pm, afternoon event will be cancelled. HKRMA reserves the final right to cancel or reschedule the event.
6. HKRMA reserves the final right to reject any application, cancel or change the event arrangement.

私隱條例 Data Privacy Statement

本協會收集的 貴公司資料將用作處理上述活動申請。請注意 貴公司必須提供所有資料，以便本會處理有關申請。本會將會使用貴公司所提供的公司資料作通訊及市場推廣的用途，包括協會的通告、刊物、研究資料、市場資訊；推廣協會的周年活動、研討會、會議、簡報會、獎項計劃、培訓計劃及服務，以及協會的合作夥伴所舉辦的同類活動。本會只在取得 貴公司的同意後才會使用有關資料。 貴公司有權要求查閱或更正公司的資料，請書面以郵寄、電郵(event@hkrma.org) 或 傳真 (2866 8380) 方式與本會職員吳小姐聯絡。

The information collected from your company will be used for purpose of processing your company's application. Please note that it is mandatory for your company to provide all the data. If your company does not provide such data, the Association will not be able to process the application. The Association intends to use all your company's data for communication and marketing purposes; the data will be used for distributing circulars, publications, research materials, market information; promotion of the annual events, conferences, seminars, briefings, meetings, awards programmes, training programmes, and services of the Association; and direct marketing of activities similar to the Association's above activities which are organized by the Association's business partners. The Association shall not so use the data unless with your company's consent. Your company has the right to request access to and correction of information held by us about your company. If your company wishes to access or correct the data, please contact us by writing to Ms. Ng at our address, by email (event@hkrma.org) or by fax (2866-8380).