

THE KENYA SCHOOL OF LAW



TRAINING NOTICE

COURSE: **CORPORATE COMMUNICATIONS & CRISIS MANAGEMENT:
LEGAL, POLICY & PRACTICE ISSUES (3 LSK CPD Points)**

DATES: **24 - 28 JUNE, 2019**

VENUE: **NAIVASHA**

ABOUT THE COURSE

Organisations in both the private and public sectors from time to time find themselves having to deal with different types of crises. Among the effects of crises may be damage to their own reputation, reputation of others, loss of customer confidence. Communication before, during and after a crisis needs to be done within the parameters of the law, especially the Constitution of Kenya 2010. State agencies are under obligation to respect and protect the right to information, transparency and accountability, as well as National Values and the need for provision to the public of timely, accurate information.

There are other statutes such as the Public Officer Ethics Act, the Official Secrets Act and the Public Service (Values and Principles) Act that also amplify obligations upon State agencies on handling information in their custody as well as conveying certain information to the public.

State agencies are also required to meet minimum performance standards, including how the agencies communicate and creatively exploit the available communication channels for the purpose of dealing with issues that arise in time of crisis. In the age of the social media explosion, in which information travels at an unprecedented speed, State and private agencies may need to respond with urgency, yet ensure that responses are accurate. It is in this context that the Kenya School of Law has designed the course titled: **“Corporate communications and crisis management: legal, policy and practice issues”**.

The course is relevant to information and corporate communications and marketing managers and officers in State agencies; legal officers and heads and officers in corporate services units of State agencies and private corporations.

The Course will be equally useful for corporate communication practitioners in the private sector who from time to time are contracted by State agencies to carry out aspects of corporate communication or even private firms who wish to effectively handle communication before, during and after a crisis.

COURSE CONTENT

The course seeks to equip the participants with a working knowledge of the legal and policy provisions that inform corporate communication activities as well as provide a learning environment based on practical experiences. It will equip the participants with knowledge and skills they can readily apply in their places of work, in particular, communication during crisis. The general topics will include:

- Managing communication before, during and after a crisis;
- Constitutional and legal provisions that impact on corporate communication;
- Digital communication: how to proactively interact with the social media explosion;
- Defamation and violation of copyright risks in corporate communication;
- The right to information: principles and processes of implementing it.

EXPECTED OUTCOMES

It is expected that at the end of the course the participant should be able to effectively handle the communication aspects in a crisis from a point of knowledge, to promote performance of the firm, avoid legal liability and achieve maximum productivity.

CERTIFICATION & EVALUATION

A certificate will be issued to the participant who completes the course.

YOUR INVESTMENT: The course is offered at a cost of **Ksh. 90,000/-** . (includes tuition fees, taxes, registration fees, course materials, stationery, lunch and refreshments). Participants will be expected to make their own arrangements for transport and accommodation.

Application Process: Application form may be obtained from the CPD Department at Gate A, Mutula Hall, Ground Floor, at the Kenya School of Law

or downloaded from our website at http://www.ksl.ac.ke/wp-content/uploads/2018/04/CPD_REGISTRATION_FORM_.pdf

The duly completed application form plus evidence of payment should be submitted **at least two weeks** before the training begins. Cash payments should be deposited in the **Kenya School of Law bank account (No. 202 2029 110 Barclays Bank of Kenya, Barclays Plaza Branch, Nairobi, Kenya)** and banking slip presented to the Finance Office of the Kenya School of Law.

For further enquiries and information, contact Isaac, Samuel, Ann Ayitso or Jacqueline on: Tel: +254(020) 2699581/6 Email: cpd@ksl.ac.ke
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