



## THE INSTITUTE OF CORPORATE & PUBLIC SECTOR PROFESSIONALS

### 2021 DUBAI CONFERENCE

Theme:

## Managing Through A Crisis: A Tricky 2021

Dates: 24<sup>th</sup> - 27<sup>th</sup> February 2021

Venue: Dubai United Arab Emirates (UAE)

INTERNATIONAL  
EDUCATION PARTNER:



STRATEGIC SPONSOR: TBC

### ABOUT THE INSTITUTE

The Institute of Corporate and Public Sector Professionals (ICPSP) of Nigeria is a nonprofit membership and research organization for Corporate and Public Sector Professionals. The ICPSP is dedicated to supporting professionals whose daily effort impact people's lives in ways that are felt far beyond the workplace; by helping to create better managers and leaders, we are creating a better society.

ICPSP vision is 'Corporate & Public Sector Professionals **everywhere are the best they can be**' - you can read our full vision and mission statement [here](#)

### ICPSP-A PROFESSIONAL MEMBERSHIP INSTITUTE

ICPSP is the only professional membership institute for corporate and public sector professionals in Nigeria. It represents its members, lead research initiatives, and promotes activities of professionals' membership.

Given the broader scope of membership, ICPSP has members all over Nigeria working for leading private, public, and third-sector employers. Our membership criteria ensure that members can demonstrate their professional standing.



## ABOUT THE ICPSP 2021 INTERNATIONAL CONFERENCE DUBAI

The Institute of Corporate & Public Sector Professionals is pleased to invite you to attend her International Conference scheduled to hold in Dubai United Arab Emirates (UAE) between 24<sup>th</sup> - 27<sup>st</sup> February 2021 at a time planned on the conference time table.

Through these Conference, ICPSP offers a platform for presentations, discussions and interactions with local and international scholars. Majority of our events presents the opportunity to disseminate research contribution to local and international research communities.

At ICPSP, we recognize that we can be a powerful driver of change. Our members are experts who are passionate about nation-building. Occasionally, therefore; we bring together students, faculty, staff, and other stakeholders to exchange ideas about themes that are relevant to the current states of the Nation. We propel the discussions to create real, collaborative solutions to seeming challenges.

The overall theme of the 2021 ICPSP Dubai International conference has been designed to appeal particularly to students, professionals in private and public sectors (at all levels of their career development) and other stakeholders. Primarily, our conferences are aimed at capacity building and development of participants, including emerging researchers whose interest aligned with Nation-building agenda; current and emerging issues.

To that extent, our resourceful international speakers will provide you with the skills and knowledge needed to deal with crisis when they occur. The conference will also touch on the methods of planning for crisis management; anticipating and avoiding crisis wherever possible, whilst helping you to manage the organisations reputation both online and in the more traditional sense.

## INTRODUCTORY REMARKS

A good crisis management process will help identify threats to an organisation, its stakeholders and customers as well as providing structure to deal with a crisis when it does occur. Managing a crisis effectively will help ensure that any damage to an organisation is limited and that in post crisis the business can develop and grow.

## OVERALL CONFERENCE OBJECTIVES:

- Plan, anticipate and avoid crisis where possible
- Manage individual and corporate reputation when crisis occurs
- Respond appropriately to crisis
- Address issues of online reputation
- Develop tools that will help support your crisis management plan



## THE CONFERENCE WILL SPECIFICALLY COVER:

**Types of Crisis** – An examination of the types of crisis that can befall an organisation with an activity that begins to identify the crisis that could be specific to the participant’s organisation. This is an excellent starting point to help participants understand the potential for crisis within their organisation and what vulnerabilities there are.

**Stakeholder Identification & Analysis** – Crisis management is all about keeping stakeholders informed and engaged while mitigating the impact of the crisis on them. This session helps identify who the stakeholders are, how they need to be kept informed during a crisis and mapping the relationship.

**Crisis Prevention** – The best way to manage a crisis is to avoid it altogether. This section covers the different audit reviews an organisation should make. It also provides a structured audit review checklist document and allows the participants to practice its use. Where an audit review document already exists, the participants will be encouraged to review their own version.

**Crisis Planning** – Participants are provided with a structured list of the contents of a full crisis planning document, which explains each requirement, what should be included and why. They are also tested on this knowledge through key questions aimed at their understanding.

**Crisis Strategy Checklist** – This is a key document that should be included in with the crisis planning documentation. We provide this and review how to use it and what the benefits are.

**Crisis Response** – When crisis occurs, it’s imperative that employees know how to respond. This session looks at the key elements to an effective crisis response.

**Demonstrating Credibility** – Using a simple process to identify what to say and how to say it.

**Dealing with the Media** – A key set of considerations to make when dealing with the media and a review of the alternatives to talking to the media.

**Internal Communication** – A key element that is often overlooked. Employees are a key stakeholder and should be kept informed during a crisis. Here we explain how.



**Creating a Crisis Message** – Providing a full description of the methodology behind formulating a crisis message, followed by a chance to create their own crisis message and review its effectiveness.

**Crisis Recovery** – What to do after the crisis has abated. Identifying the damage, knowing what steps to take next and taking a post-crisis review. This document is provided and participants get the chance to review and practice with this.

**Online Reputation Management** – Managing damaging information provided over the internet, dealing with social media and its influence and managing online threats to your organisation.

**Crisis Practice – Case Study** – Bringing all the skills together in an exploration of the crisis management process through the eyes of an organisation that went through this. A chance for participants to test their knowledge, consider their approach and practice ideas in a safe environment.

#### **DELEGATES WILL BE ABLE TO**

- Identify the crisis vulnerability of your organisation.
- Put measures in place to limit the chance of a crisis occurring.
- Create a clear strategy for dealing with a crisis when it happens.
- Improve their understanding of the impact of a crisis and how to mitigate it.
- Communicate with key stakeholders quickly and efficiently, to ensure damage limitation.
- Manage the relationship with customers and the media effectively.



## SCHEDULE PLAN FOR THE CONFERENCE

## CONFERENCE PROGRAMME OF EVENTS (V1)

DAYS	Activities/Events
24 <sup>TH</sup> FEBRUARY 2021	ARRIVAL OF DELEGATES
25 <sup>TH</sup> FEBRUARY 2021	CONFERENCE DATE (All day)
26 <sup>TH</sup> FEBRUARY 2021	GALA NIGHT (Evening Only)
27 <sup>TH</sup> FEBRUARY 2021	DEPARTURE OF DELEGATES



**REGISTER TO JOIN THE CONFERENCE**

<b>DELEGATES COMPANYS; DETAILS</b>	<b>Theme</b>			
	<b>Managing Through A Crisis: A Tricky 2021</b>			
<b>COMPANY NAME &amp; ADDRESS</b>				
Head of Training /Contact Name	<b>NAME</b>	<b>TELEPHONE:</b>	<b>EMAIL:</b>	
Names & telephone numbers of delegates approved for International Conference <b>(Please add additional pages if require)</b>	(1)			
	(2)			
	(3)			
	(4)			
	(5)			
Approving officer remarks				
<b>DELEGATE'S INFORMATION</b>				
<b>ICPSP MEMBERSHIP ONLY</b>	<b>ICPSP MEMBERSHIP NUMBER:</b>		<b>ICPSP MEMBERSHIP GRADE</b>	
<b>CANDIDATE DETAILS</b>	<b>NAME</b>	<b>JOB TITLE</b>		<b>CONTACT PHONE/EMAIL</b>
<b>TRAVEL DOCUMENT DETAILS</b>	<b>DATE OF BIRTH</b>	<b>PASSPORT NUMBER</b>		<b>ISSUED AND EXPIRE DATE</b>
<b>PAYMENT DETAILS</b>	<b>DATE OF PAYMENT:</b>	<b>AMOUNT PAID:</b>	<b>PAYMENT CONFIRMED:</b>	<b>FOR OFFICE USE ONLY</b>
I confirm my request of the above bookings and acceptance of the Terms and Conditions contained therein				
Signature			Date	



## HOW TO PAY AND ADDITIONAL INFORMATION

ALL DELEGATES REQUIRING VISAS WILL RECEIVE A VISA LETTER FROM THE INSTITUTE TO SUPPORT THEIR VISA APPLICATION. THE INSTITUTE OFFICIAL VISA CONSULTANT WILL HANDLE ALL VISA MATTERS AT A COST INCLUSIVE OF THE CONFERENCE FEE.

### FEE COVERS:

- Enrollment and post-enrollment support
- Conference fee
- Course Material
- Visa letter and supporting documentation for visa application.
- Light refreshment during GALA Night
- Certificate of Attendance
- CPD point for ICPSP Members.

### ACCOMMODATION FOR INTERNATIONAL DELEGATES:

ICPSP is currently having a discussion with some accommodations services providers in Dubai. Until a partnership agreement is entered into, ICPSP is unable to offer accommodation to delegates. All delegate should make arrangement for accommodation close to the conference venue.

### FEES & HOW TO PAY:

**MEMBER:                    ₦250,000**

**NON-MEMBER:           ₦300,000**

Pay directly in favour of Institute of Corporate & Public Sector Professionals UBA

Account number:

Naira	(₦)	1021672535
Pounds	(£)	3002601505
Euro	(€)	3002601505
US Dollars	(\$)	3002601529

Please, all international delegate must receive an appropriate invoice before making payment.



### FOR MORE INFORMATION, PLEASE CONTACT:

1. For Registration, Sponsorship & Strategic Partnership:  
Email: [education@icpsp.org](mailto:education@icpsp.org) or +2348030751485

2. For Speaking opportunity and Membership enquiries:  
Email: [info@icpsp.org](mailto:info@icpsp.org) or +2349019297214

3. Need Assistant

WhatsApp ONLY CONTACT: +2348030751485, +2349019297214

Email: [info@icpsp.org](mailto:info@icpsp.org) or [membership@icpsp.org](mailto:membership@icpsp.org).

### INTERNATIONAL EDUCATIONAL PARTNER



## **LONDON CENTRE FOR TRAINING AND DEVELOPMENT**

(An ASIC Accredited Independent Education Provider)

Romer House, Lewisham High Street, SE13 6EE, London, England United Kingdom

### **REGISTRATION & ACCREDITATIONS**

Company registered in England No:	10478477
VAT REG. Number:	306906506
Centre Number for OTHM Qualifications:	DC2001384
Centre Number for Highfield Awarding Body for Compliance:	15117
UKLRP Number:	10062529
ICO Number:	ZA448567
ASIC Accreditation Number:	AS58287/1018

### **CONTACT US**

Tel: 009448006894834

Mobile: 009447413043871

Email: [info@lctd.co.uk](mailto:info@lctd.co.uk)

URL: [www.lctd.co.uk](http://www.lctd.co.uk)





LOOKING FORWARD TO SEEING YOU ALL.

**ICPSP**  
Institute of Corporate  
& Public Sector Professionals

**DUBAI**  
**2021**

ICPSP invites delegates to:  
**INT'L CONFERENCE**

**THEME**  
**Managing Through  
A Crisis: A Tricky 2021**

February 24th-27th, 2021 | Dubai, UAE | 10am-5pm

**Members:** N250,000  
**Non Members:** N300,000

**UBA**  
United Bank for Africa  
Account Name: ICPSP  
Account Number: 1021672535

Fee Covers Conference and Visa Fee

For general enquiries / sponsorship contact:  
**+2348030751485** | [info@icpsp.org](mailto:info@icpsp.org)  
[www.icpsp.org](http://www.icpsp.org)

