



Risk Communication for Leaders

Strategies for Mitigating Risk, Addressing Controversy and Crisis Scenarios

5 May 2014 QUT—Gardens Point, Brisbane, Australia

PRESENTED BY



asia biobusiness



Life Sciences Queensland

Many of the approaches that are currently used to communicate in controversial, high concern or crisis situations are based on public agency models of public relations. These often less than truthful, sender-orientated methods take their core direction from PR strategies developed in the 50s and 60s largely at the behest of Big Tobacco. These fail to acknowledge the “risk society” that we now live in, the higher standards of accountability and transparency that must be met and certainly do not recognize the social amplification of risk that is so prevalent today via both traditional and new media. PR tactics often make matters worse by generating outrage and eroding the vital component of all communication in such challenging circumstances, trust.

The problems facing innovation-centered life science businesses and organisations in this area are surmountable but the challenges are increasing. It is clear that what worked before the information revolution and for marketing and sales of consumer goods for example are of no use when public engagement in complex and often uncertain and controversial science is necessary.

“This workshop will change the way we communicate about risk.”

SENIOR MANAGER IN NZ CROWN RESEARCH ORGANIZATION AFTER
WORKSHOP FOR NZBIO MAY, 2013

[Asia BioBusiness Pte Ltd.](#) provides its clients science-based solutions to manage risks, reduce concern, engage with stakeholders, and build trust. We take a unique approach that provides clients with empirically tested ways to communicate risk, influence stakeholders and guide them towards the best possible decisions for the long-term benefit of our clients.

In this 1-day workshop, we will introduce you to the latest approaches to risk communication, decision science under risk situations, theories of cultural cognition and alternatives to standard PR strategies. We will provide challenging insights into the communication of risks in the field, and enable you with tangible methods to return to your organization and more effectively direct your campaigns and enhance returns on communication investments.

FURTHER DETAILS & REGISTRATIONS

Life Sciences Queensland Limited
P +617 3331 3944 | F +617 3870 9101
marketing@lsq.com.au
<http://www.lsq.com.au>

Asia Biobusiness Pte Ltd
P +65 6737-2151 | F +65 6735-2119
info@asiabiobusiness.com
<http://www.asiabiobusiness.com>