

## **v Crisis Management and Pr: Communication Strategies in the Network Society -panel**

Friday parallel sessions II 12.15 ó 13.30 (Nov. 6<sup>th</sup> 2009)

### Description

The ongoing technological and social changes in our society are affecting organizational crisis management and the demands and expectations of the public, media and stakeholders. This is specially a strategic challenge for crisis communication and PR.

The working group will focus on crisis management as a continuous process. Special attention will be given to different stages of crisis such as signal detection, probing and prevention, damage containment, recovery and learning.