

Crisis Management Response Plan

Scenario: A PR mishap occurs where a **guest invited by us** has made an inappropriate remark that upsets a faculty member. The authorities are considering cancelling an upcoming entertainment event.

1. Understanding the Situation:

First, I would make sure I know exactly what happened—what was said and why it upset the faculty member. I'd also make sure that false information or rumors don't spread among students or staff.

2. Handling the Faculty's Concerns:

I would personally reach out to the faculty member to apologize and acknowledge their feelings. I'd make them feel that we are taking this seriously.

Some things I would do:

- Offer an apology from the guest if needed.
- Explain the steps we are taking to make sure it doesn't happen again.
- Ask the faculty if they have any suggestions to make the event safe and respectful.

3. Talking to the Authorities:

I would tell the authorities that this was a one-time incident and doesn't reflect the event as a whole. I'd explain why the event is important for students—morale, creativity, and campus life.

I'd also propose:

- Checking guest speeches or content beforehand.
- Clear rules for all guests to follow.
- Having someone (PR or faculty) at the event to handle any problems quickly.