

## *Crisis Communication*

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### **Co-organisers:**

- [Hong Kong Association of Risk Management and Safety \(HKARMS\)](#)
- [Hong Kong Institute of Utility Specialists \(HKIUS\)](#)

**Date & Time:** 13 March 2009 (Fri), 6:30 - 8:30 pm

**Venue:** [TU103](#), The Hong Kong Polytechnic University

**Objective:** The seminar on effective communication during a crisis focuses on preparing messages with a clearly articulated goal for each group of audience. In preparing a message, it is important to consider three major factors: tone, content and receiver. The seminar discusses and illustrates, with real-life examples of crisis communication from engineering and other professions, a method for composing a message for crisis management, suggesting that the message should contain details, human face, reassurance, action, further information, track record, and background briefs.

### **Speaker: Professor Winnie Cheng**

Winnie Cheng is Professor of English, and Director of the Research Centre for Professional Communication in English (RCPCE), Department of English, The Hong Kong Polytechnic University. Her main research interests include corpus linguistics, intercultural professional communication, discourse analysis, discourse intonation, intercultural pragmatics, and outcome-based education. Her publications include *Intercultural Conversation* (2003), *A Corpus-driven Analysis of Discourse Intonation* (2008), both published by John Benjamins, and *Professional Communication: Collaboration between Academics and Practitioners* (co-edited with Kong, C.C.K., 2009) published by Hong Kong University Press. Address for correspondence: Department of English, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong, ([egwcheng@polyu.edu.hk](mailto:egwcheng@polyu.edu.hk)).