

**ADVISORY No. 46 s. 2024**

February 13, 2024

In compliance with DepEd Order (DO) No. 8, s. 2013  
This advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd Officials,  
Personnel/staff, as well as the concerned public

**INVITATION TO THE ANALYTICS AND EFFECTIVE CRISIS  
COMMUNICATION WORKSHOP**

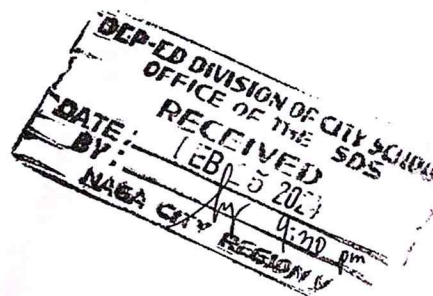
The STRAT One is inviting participants to join the Analytics and Effective Crisis Communication Workshop on May 29-31, 2024 via Zoom.

Complete details are found in the attached letter. To register, copy the link to your web-browser: <https://forms.gle/N6Qhca5C7uEQQned6> and for payment details and other information: <https://forms.gle/w45JVktKFcG9rSKf8>

For queries, you may call 02-8-801-5903/09984604375 or email [stratonephils@gmail.com](mailto:stratonephils@gmail.com)

Participation is on a voluntary basis only.

For information.



Republika ng Pilipinas  
**Kagawaran ng Edukasyon**  
REHIYON V

**TANGGAPANG PANSANGAY NG MGA PAARALAN NG LUNGSOD NAGA**

February 19, 2024

**To:** Assistant Schools Division Superintendent  
Chief Education Supervisors  
CID and SGOD Personnel  
Public/Private Elementary and Secondary School Heads  
All Others Concerned

For information and compliance.

**SUSAN S. COLLANO CESO V**  
Schools Division Superintendent



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FFR 05 2024

TIME: 7:29 am

## DEPED V BICOL REGION

**From:** Crisis Communication Management and Analytics STRAT-1 <analytics3@upskill-s1.com>  
**Sent:** Sunday, 4 February 2024 6:15 am  
**To:** DEPED V BICOL REGION  
**Subject:** 3 Day Workshop via ZOOM (22 hours) Analytics and Effective Crisis Communication Workshop

Essentials of Crisis Communication Management and Analytics In-depth Training Workshop - May 29 to 31, 2024 via ZOOM

Have you ever wondered why statements and letters are ineffective, and reputation remains in question during a crisis? It's time to *integrate real analytics into social media* for crisis communication management.

A crisis would not die down because of a press release. It may worsen depending on the choice of words and the tone of defensive statements. Crises arise in many forms, such as theft, data breaches, malpractice, allegations of harassment, corruption, and many others that extend beyond morals and ethics. No one is exempt.

In this workshop(Essentials of Crisis Communication Management and Analytics In-depth Training Workshop - May 29 to 31, 2024 via ZOOM), we will teach participants how to use data to craft their crisis communication plans, including statements and letters. Social media has become a perilous place for many agencies, and we will show how to leverage comments on a particular article to your organization's advantage through text analytics.

What you will learn from this 3-day workshop:

- Understanding the interests and information needs of your internal and external stakeholders.
- Creating a crisis communication plan.
- Writing concise, non-defensive press releases, statements and letters.
- Structuring compliance documents, response plans, and action/recovery plans.
- Learning how to monitor and receive updates on social media through text analytics of public opinion(using Orange for Data Science).

Who should join this workshop:

- Top management/executive/directors of various government, academic, NGOs and private firms.
- Designated communication/information/information technology officers or staffs of an agency/institution/organization.
- Managers/directors/heads
- Professors/instructors in the field of management, communication arts and mass communication.
- Public relations professionals and consultants in marketing and communication.

The registration fee of P3100.00 includes digital handouts, datasets, installer of the software, digital certificates (of participation, completion, and attendance), recording of the webinar, and the learning experience. Scanned OFFICIAL RECEIPTS will be provided 4 days upon payment.

- **Register Now:** <<<https://forms.gle/N6Qhca5C7uEGGned6>>>
- **For payment details and more information:** <https://forms.gle/w45JVktKFcG9rSKf8>
- **Explore the Course Syllabus:** [https://drive.google.com/drive/folders/1HD6wnzN9jXVsFIBySfKKJNfYs0iNoqFm?usp=drive\\_link](https://drive.google.com/drive/folders/1HD6wnzN9jXVsFIBySfKKJNfYs0iNoqFm?usp=drive_link)
- **See Our Participating Agencies (2021-2023):** [https://drive.google.com/file/d/19DfEs2qH2xP3Q9ivofPj9L0fY2SvionM/view?usp=drive\\_link](https://drive.google.com/file/d/19DfEs2qH2xP3Q9ivofPj9L0fY2SvionM/view?usp=drive_link)
- Participants may apply for CPD points. Just visit this link upon completing the workshop and upload the workshop syllabus, official receipt, and your certificate of completion at <https://cpdas.prc.gov.ph/public/registration.aspx>

Join now; who knows? Your organization might face a crisis after this workshop.

## INQUIRIES OR CLARIFICATIONS:

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