

**SKILLS FRAMEWORK FOR AIR TRANSPORT
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Business Management					
TSC	Crisis Communication and Media Management					
TSC Description	Manage communications with the media and/or relevant stakeholders during crises to maintain a positive image of the organisation					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			ATP-LDR-3003-1.1	ATP-LDR-4003-1.1	ATP-LDR-5003-1.1	
			Collate crisis information for dissemination to relevant stakeholders	Manage crisis communication and delivery of relevant information to stakeholders while managing the sensitivity of the situations	Lead crisis communication and delivery of information to stakeholders and uphold organisation's public image during and after crises	
Knowledge			<ul style="list-style-type: none"> • Organisation's business continuity plans for different crises • Crisis communication plans of the organisation • Role of the media in crisis management and communications • Tools and techniques of traditional media and social media management • Roles and responsibilities of different stakeholders and/or departments during crises • Procedures to validate sources of information • Airport Passenger Information Systems (PIS) • Emergency response plans and procedures • Organisational legal responsibilities and guidelines during crises • Local and international guidelines such as 	<ul style="list-style-type: none"> • Organisation's business continuity plans for different crises • Crisis communication plans of the organisation • Tools and techniques of traditional media and social media management • Common media pressure points • Roles and responsibilities of different stakeholders and/or departments during crises • Emergency response plans and procedures • Organisational legal responsibilities and guidelines during crises • Effective communication techniques • Local and international guidelines such as International Air Transport Association (IATA) Crisis 	<ul style="list-style-type: none"> • Organisation's business continuity plans for different crises • Crisis communication plans of the organisation • Tools and techniques of conventional media and social media management • Theories of crisis communications • Emergency response plans and procedures • Organisational legal responsibilities and guidelines during crises • Effective communication techniques • Roles and responsibilities of different stakeholders and/or departments during crises • Customer service delivery models of the organisation • Local and international guidelines such as International Air 	

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			International Air Transport Association (IATA) Crisis Communication Guidelines	Communication Guidelines	Transport Association (IATA) Crisis Communication Guidelines	
Abilities			<ul style="list-style-type: none"> • Verify validity of information and credibility of sources • Collate and report crisis information to management • Convene media and/or relevant stakeholders for dissemination of information • Utilise airport PIS to deliver information to passengers 	<ul style="list-style-type: none"> • Evaluate and supply information to prevent negative media messaging • Convey and present clear and accurate information to the media and/or relevant stakeholders • Collaborate with different departments to respond to media and/or stakeholders' queries in accordance with organisational communication guidelines 	<ul style="list-style-type: none"> • Deliver key messages to media, relevant stakeholders and/or information systems • Establish taskforces to manage crisis communication activities • Oversee media-related briefings for internal stakeholders • Collaborate with relevant stakeholders and/or departments to release official statements to conventional and social media 	