

Crisis Management The Korean Experience

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From Publicity to Crisis Management

1980~2000

- Media focused
- Publicity
- Focus on media relations

2000~2010

- MPR

2010~ present

- Crisis management (black consumer, tampering, "known unknowns")

Why Crisis Management?

Internet
power

South Korea
vs.
North Korea

Rapid economic
growth

'Hurry-hurry'
mentality



- Culture: Crisis maker
- Unique media environments
- Intercultural communication

Sympathy

Tell the truth, and gain the sympathy

Head on Game

If you think you are right, do not concede

Avoidance

Never try to "avoid"

Right Keyword

Express with the right keyword

Emotional

Emotional approach to the audience

- Impermissible levels of lead
- 'Be Parents' : Mattel CEO Bob Eckert
- Sales increased despite recall
- The best apology
without using the word "apology"

Conclusion

- Ministry of Public Safety and Security inaugurated
- 3P: Prepared, Practice and Proactive
- Manual
- Dusted manual=trash
- “Korea discount”