

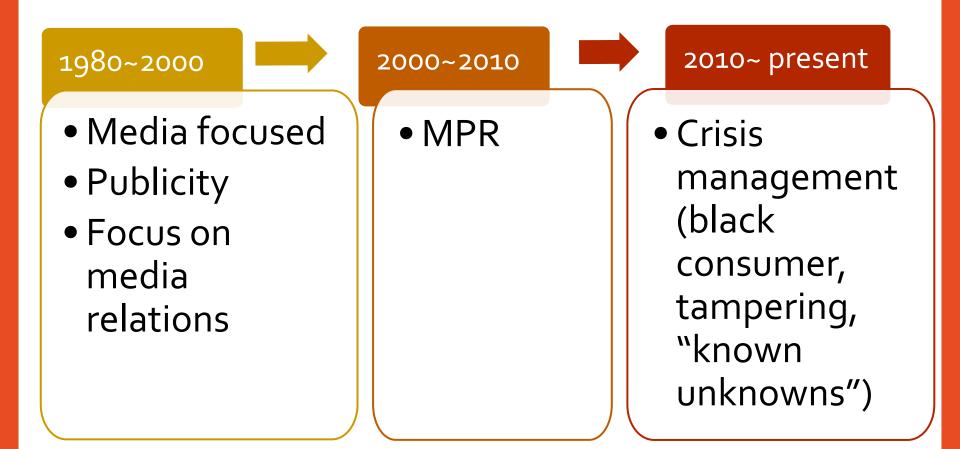
<u>Crisis Management</u> <u>The Korean Experience</u>

March 10, 2015

Kim Kyong-Hae, APR CEO Communications Korea (www.commkorea.com)

From Publicity to Crisis Management





Why Crisis Management?



Internet power

South Korea vs. North Korea

Rapid economic growth

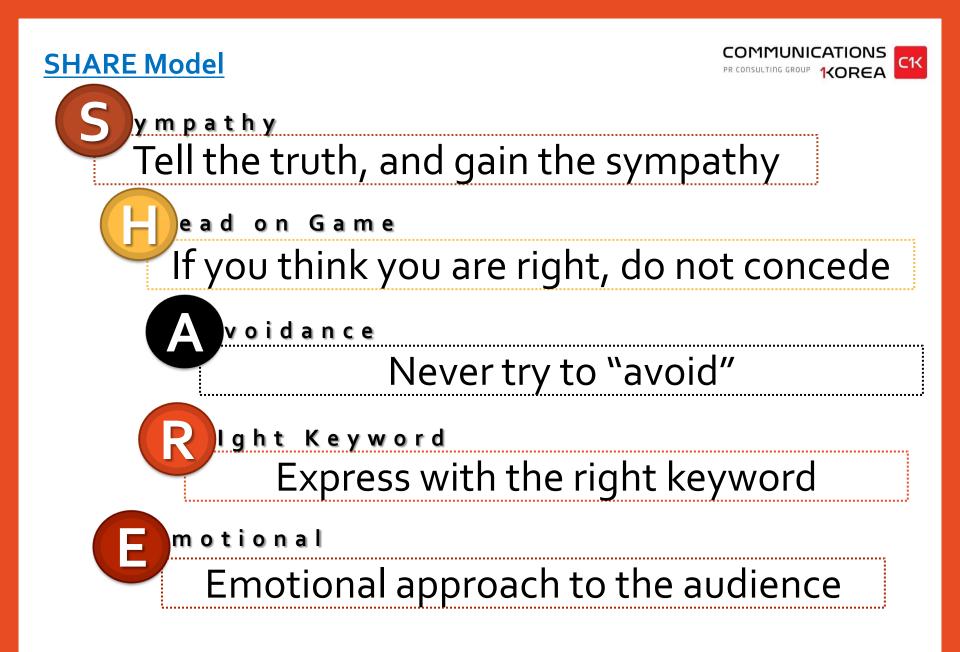
'Hurry-hurry' mentality

Intercultural Communication





Culture: Crisis maker Unique media environments Intercultural communication





- 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"