

Course Name: **Comunicación en situaciones de crisis**

Hours to complete: 0.75

CEUs: 0.10

Description:

El objetivo del curso de comunicación y gestión de crisis es que los participantes puedan estar preparados para manejar la comunicación durante la adversidad y minimizar el impacto mediático de manera efectiva.

Needs analysis:

With the growth in amusements globally and accidents on the rise, there is an international demand for amusement safety training in many nations. AIMS online courses through *AIMSconnectED*, an LMS will fill the need of bringing education worldwide with the goal improving amusement safety globally.

Ride owners/operators, maintenance, inspectors and other amusement personnel require continuing education and training for maintaining their certification to work in their respective positions per AHJ regulations and/ or company policies. Also, there are individuals working in the amusement industry that desire professional development to remain current on latest industry trends, standards and best practices applicable to their day to day job duties as it relates to their role.

AIMS requires certificate holders to obtain 40 hours continuing education hours to renew their training every two years. Certificate holders can attend the AIMS Safety Seminar to renew or participate in online learning modules to obtain continuing education units to remain current.

Other certificate programs in the amusement industry require contact hours to renew their certification programs. AIMS programs are acceptable professional development, contact hours that can satisfy this requirement.

Legislation and regulations require professional development, education and training for inspectors in the amusement industry. There are limited options that provide this specified education apart from on the job training and manufacturer training when a ride is initially commissioned. Currently contact hours and continuing education is only available in face to face (live) instruction seminars and courses.

Evaluation:

La finalización exitosa del curso incluye:

Revisión del contenido del módulo en su totalidad

Finalización satisfactoria del cuestionario del módulo

Finalización de la encuesta de evaluación del curso del módulo.

Al completar con éxito todos los módulos, los participantes deben completar la encuesta del curso y luego tendrán acceso para descargar sus credenciales y cualquier CEU asociado.

Outcomes:

Los participantes en este curso se

- 1.- ¿Que es una Crisis ?
2. ¿Quiénes y Que son los medios ?
3. ¿Que es la Gestión de Crisis ?
4. 6 Pasos para manejar una Crisis de reputación de Marca
5. ¿Que es un comunicado de prensa para gestionar una crisis.?

Facility / equipment requirements:

Trainer/ presenter: Classroom, lapel mic, easel pad, marker, AIMS visual aid template for presentation, LCD projector, - camera crew for recording, handheld mics as backup, data storage drives

Designer: For developing the course: AIMS templates for presentations, videographers, easel pads, markers, materials (bookends deck in materials for presentation) and an LMS.

Student materials: Access to a computer or mobile device. Stable highspeed internet connection

Program design lesson planning:

- Information described below in the lesson design references the content on page one of the **lesson plan document** and how it is outlined to be instructed for the program.
- The **outcomes** numbered below by lesson are the outcomes planned for each lesson in this program.
- Instruction **Methods** and **Assessments** to achieve program outcomes in each lesson are described below for this program.
- **Learning styles** used during instruction for each lesson are listed below for this program.

Lesson	Outcomes	Instructional Methods	Assessment Methods	Learning Styles
Module 1	1, 2, 3, 4, 5	Presentation, lecture, discussion Q&A, scenarios, with examples	MC and True / False	Quiz

