

Product recalls - crisis management workshop by international expert

A product recall is a type of crisis that offers unique ethical, logistical, legal, communication and management decision-making challenges. Done wrong, they have the potential to destroy a company's reputation and damage brand value. Deon Binneman, an international reputation management consultant will deliver a workshop on this vital subject on 29 January 2013 at the Apollo Hotel in Randburg, Johannesburg.



Numerous international incidents have shown repeatedly that a recall deserves prior thought and planning. Toyota is a prime example of an organization that has experienced this numerous times.

The Product Recall Crisis management workshop covers:

1. Ethical, professional, legal, operational, managerial and communication aspects. The South African Consumer Protection Act places onerous responsibility on companies to recall faulty products in a manner that will cause no harm to the public. This implies detailed crisis management & crisis communication protocols that incorporate best practice thinking, crisis communication & logistical management. The challenges of dealing with a product recall are immense and resource challenging. Not only is there the challenges of dealing with the recall itself but the challenges of communicating with all stakeholders and minimising reputational fallout is high.
2. The issues in dealing with a recall goes back long before the actual recall event. Prior preparation, risk management, attention to quality and communication issues need to be addressed, and will be scrutinized if such a recall ever takes place. Since a recall is always a possibility, despite quality controls and risk management, companies are well advised to plan to handle potential recalls well in advance, as handling product recalls professionally can go a long way to safeguard reputation. The training includes detailed case studies that will test decision-making, communication, organising abilities and ethical responsibilities.
3. It will enable participants to make recommendations in their company on how to manage reality and perceptual challenges that may arise from a product recall, making the training also useful for benchmarking and auditing purposes.

Binneman has more than 30 years crisis management and communication experience and has provided advice to companies in 13 countries. Recently, he advised the Department of Statistics during the 2011 Census on crisis management & crisis communication strategy and protocols.

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