



# Introduction

**PR Agency:** Image Merchants Promotion Limited



**Client:** Centre for Crisis Communication



**Title:** Centre for Crisis Communication

# Summary:

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The Nigeria's Centre for Crisis Communication (CCC), was established in June 2015 as a Non-Governmental Organisation (NGO). With a mandate to engage in crisis information and communication management, the Centre also provides capacity building assistance in information and media management to military, intelligence, security and response agencies in Nigeria.

The Centre is actively involved in collecting, collating, processing, harmonising and disseminating information on any crisis or potential crisis situation in the country. This is with a view to assisting the critical stakeholders in providing credible and professional information and early alerts to the general public.

Through its capacity development initiatives, the Centre has improved the capacity of Public Relations and Information Officers in the Military, Security, Intelligence and Response Agencies through regular training programmes in Public Relations, Media Engagement and Crisis Management.

Within one year, precisely between January to December 2016, the Centre for Crisis Communication has trained over 300 public relations and information Officers of these critical institutions in Abuja, Bauchi (North east), Port Harcourt (Niger Delta).

## Problem/Challenges:

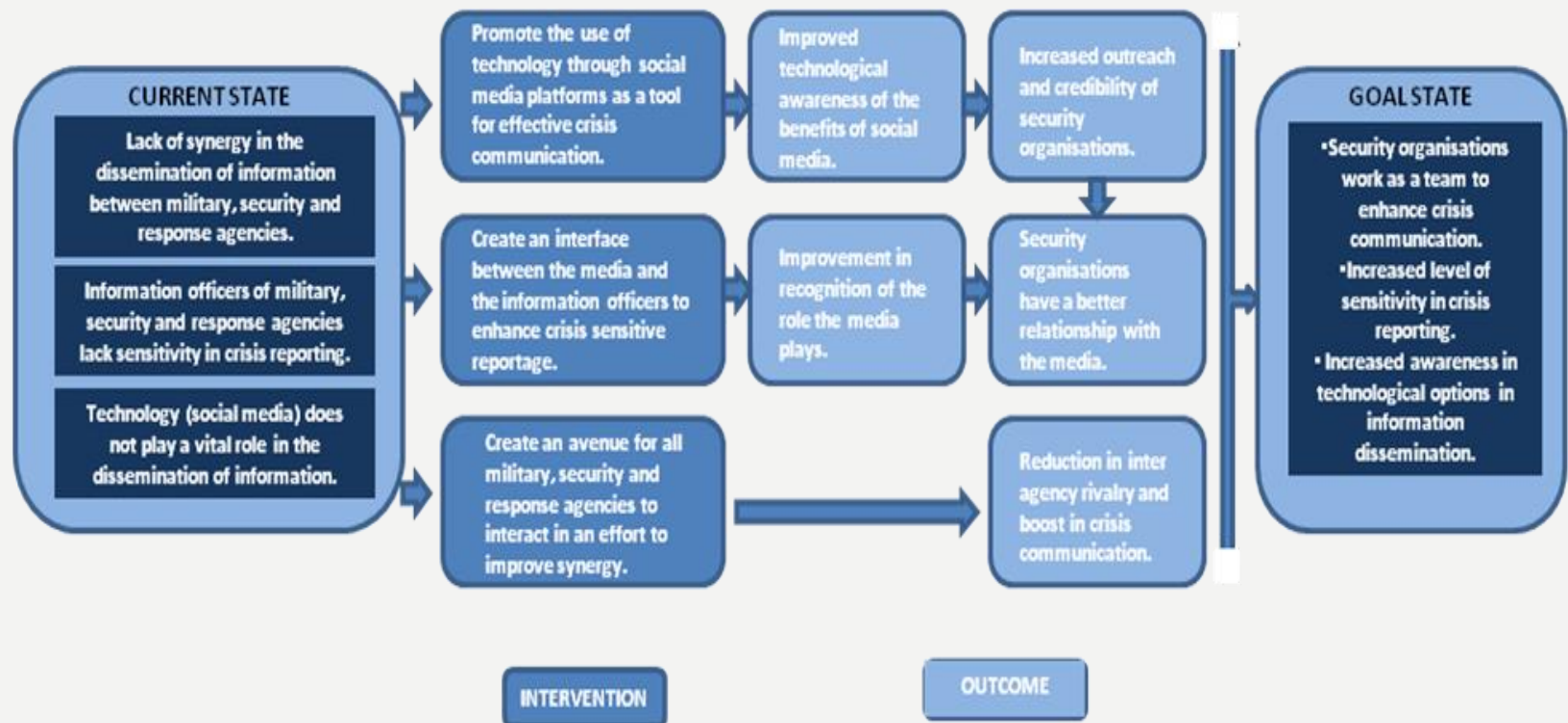
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It is widely known that most crises are fuelled by poor communication to both the internal and external public. It is also a fact that most information managers in critical institutions in crisis management in Nigeria are not adequately acquainted with modern trends and strategies, especially in the deployment of latest technologies in Crisis Communication. In most cases, the organisations merely respond to crisis situations by adopting fire-brigade approaches which hardly solve any problem.



# Opportunity

As a rallying platform for the 16 military, security and response agencies in Nigeria, the Centre for Crisis Communication realised the challenges most of the spokespersons and crisis communicators are facing and made a case for training programmes for the concerned officers. The capacity building programmes would focus on Public Relations, Media Engagement and Crisis Management.





# Objectives of the Programme:

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The training programmes were structured to strengthen the capacity of target participants to relate with the media more professionally, adopting the best practices in the management of information. They were also designed to enhance the capacity of information and Public Relations officers on crisis communication through innovative skills of technologies.

## Theme/Focus of the Training Programmes:

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“Enhancing the Capacity of the Public Relations and Information Officers in Addressing Crisis Situations”

## Sponsors/Support:

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Satisfied with the modules of the training workshops, the Defence Headquarters supported the programme, while the Nigeria Stability and Reconciliation Programme (NSRP), a British Council funded programme provided the funding to CCC to train the stakeholders.



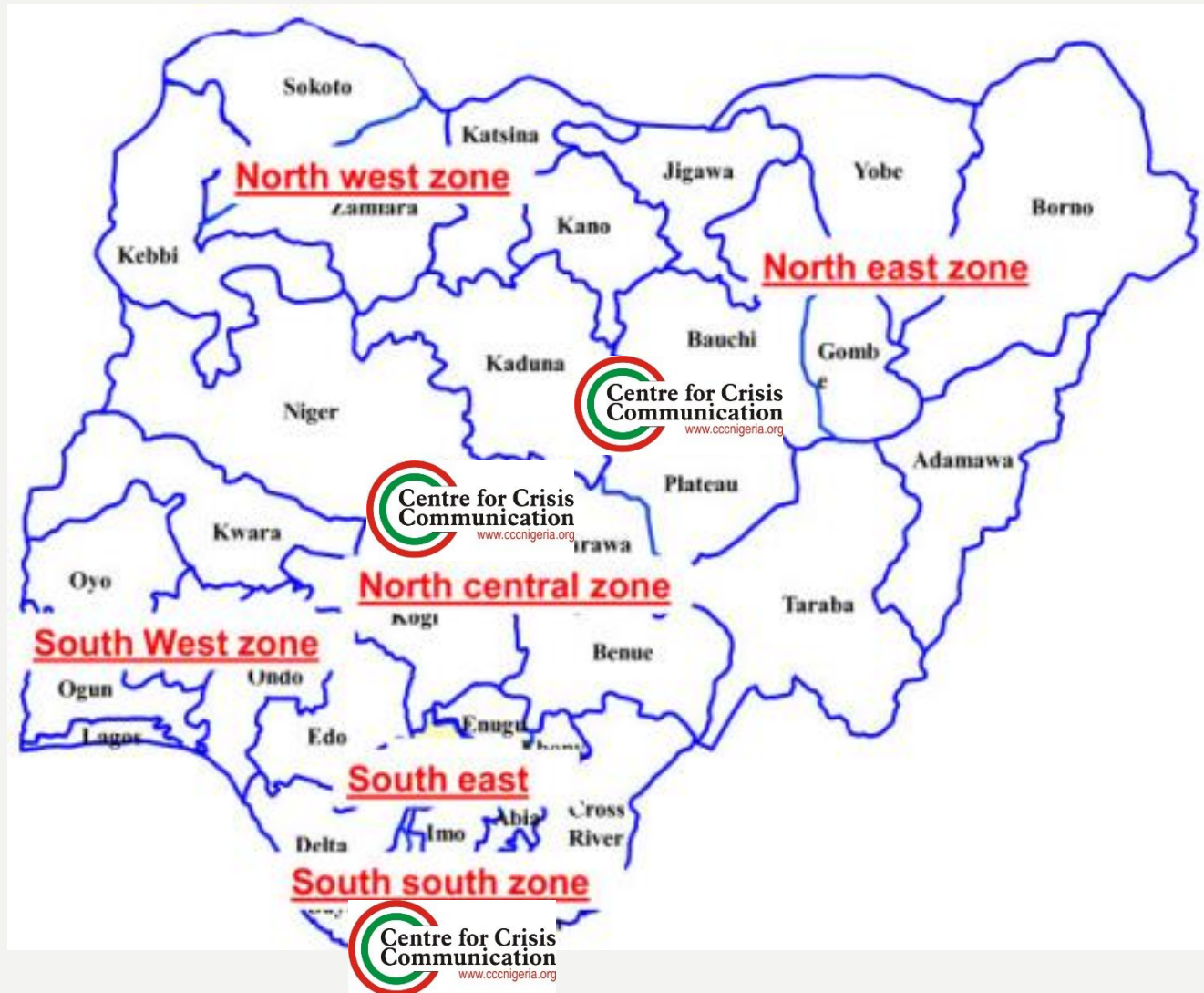
# Target Participants:

Information and Public Relations Officers of Military, Security, Intelligence and Response Agencies in Nigeria. The Participating agencies are listed below:

PARTICIPATING AGENCIES		
Defence Headquarters (DHQ) 	Nigerian Army (NA) 	Nigerian Navy (NN) 
Nigerian Air Force (NAF) 	Nigeria Police Force (NPF) 	Department of State Services (DSS) 
Nigerian Security and Civil Defence Corps (NSCDC) 	Nigeria Immigration Service (NIS) 	Nigerian Prisons Service (NPS) 
Nigerian Customs Service (NCS) 	Federal Fire Service (FFS) 	Office of the National Security Adviser (ONSA) 
Economic and Financial Crime Commission (EFCC) 	National Intelligence Agency (NIA) 	National Emergency Management Agency (NEMA) 
 Centre for Crisis Communication www.ccnigeria.org Prepare... Communicate... Respond	Federal Road Safety Commission (FRSC) 	 iMP IMAGE MERCHANTS PROMOTION LIMITED

# Geographic Location

The programme was hosted and organised in Abuja (North Central), Bauchi (North East), Port Harcourt (South South).





# Execution of the Training Programme:

**Abuja Central Nigeria:** April 26-28, 2016: CCC Organised a 3-Day Seminar in Sandralia Hotel, Abuja on Media Engagement in Crisis Situations for the Information Officers of Military, Security and Response Agencies which drew participants mainly from the Headquarters of the 16 agencies in Abuja. The Minister of Defence officially declared the Seminar open. The seminar registered, trained and presented certificate to 122 participants at the programme.



**Bauchi, Northern Nigeria:** June 20-22, 2016 Satisfied with the success of the Abuja programme and the clamour for extension to other part of Nigeria, Nigerian Airforce supported the replication of the programme in Zaranda Hotel, Bauchi State with 48 registered participants from the similar organisations domiciled in Northern Nigeria.

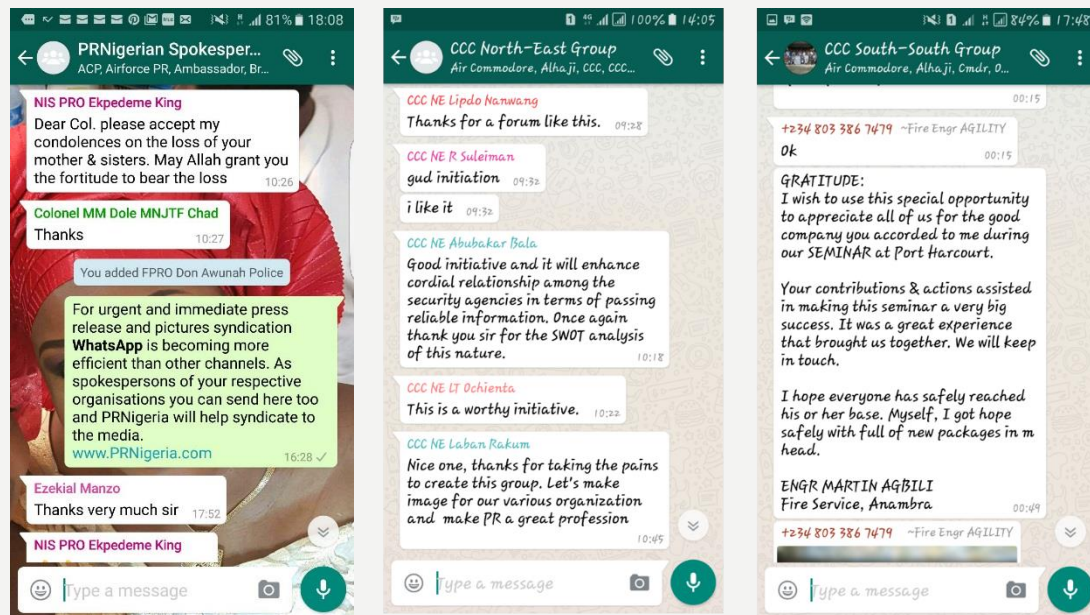
**Rivers State, Southern Nigeria:** July 20, 22, 2016 realising the importance and benefit of the programme in addressing communication challenges on Niger Delta Crisis, the NSRP also sponsored another workshop to cover respective officers operating Southern part of Nigeria. It was held in Sasun Hotels and Towers, Port-Harcourt, Rivers State. CCC registered, trained and presented certificate to 65 participants from the respective organisations in Southern Nigeria.

# Outcomes of the Seminar:

The training platforms successfully enhanced better synergy and coordination amongst security agencies and media organisations in the dissemination of crisis information.

## Close-Group Synergy:

The programme has created veritable platforms of enhancing better synergy amongst security and media organisations in the dissemination of information in the country. For instance, there is improved synergy and coordination among the spokespersons and with the establishment of Close-Working Group through WhatsApp to share information and experience on the job. The forum is also used to release press releases which are subsequently syndicated to media houses through PRNigeria Platform.



## Quality Media Relations:

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The training programmes have helped the participants to be able to relate better with the media, adopting the best practices in the management of information. After the seminar, there have been improved media relation as well as rich quality of the news items from the participants, especially in handling jailbreak, counter-insurgency campaign, treatment of IDPs, kidnappings, armed banditry, cattle rustling, pipeline vandalism among others.

## Endorsements and Partnerships:

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In recognising the importance and effectiveness of the training programme, the Nigeria Prison Service invited the Centre for Crisis Communication to train its information Officers from the 36 States and Abuja, Nigeria. The CCC organised and trained 105 respective officers of the prison service between December 14-15, 2016. It also got the approval of the service to train 80 Senior Officers holding Command and Sensitive Posts across the country and scheduled for January 18-19, 2017.



# MEDIA WEBLINKS ON CCC TRAINING PROGRAMME

## ABUJA SEMINAR

### CCC Organises Crisis Seminar for Defence, Security and Response Agencies

<http://sundiatapost.com/2016/04/19/ccc-organises-crisis-seminar-defence-security-response-agencies/>

### Seminar reviews evolving trends in crisis communication for security agencies

<http://www.nsrp-nigeria.org/2016/06/16/seminar-reviews-evolving-trends-in-crisis-communication-for-security-agencies/>

### FG orders security forces to crush growing threats nationwide

<http://dailypost.ng/2016/04/26/fg-orders-security-forces-to-crush-growing-threats-nationwide/>

## BAUCHI SEMINAR

### Bauchi hosts seminar on crisis communication

<http://guardian.ng/features/bauchi-hosts-seminar-on-crisis-communication/>

### Bauchi seminar to train forces on media relations

<http://www.cajnews.com.ng/news/bauchi-seminar-to-train-forces-on-media-relations/>

### Air Chief charges security spokespersons on crisis management

<http://www.newsexpressngr.com/news/24895-Air-Chief-charges-security-spokespersons-on-crisis-management>

## RIVERS SEMINAR

### CCC Seminar on Crisis Communication Shifts to Port-Harcourt

<http://metrowatchonline.com/ccc-seminar-crisis-communication-shifts-port-harcourt/>

### FG Creates 'Special Force' to Protect Agro-Investment

<https://economicconfidential.com/2016/07/fg-creates-special-force-protect-agro-investment/>

### Olukolade: Security Spokespersons Must Be Certified by NIPR

<http://www.thisdaylive.com/index.php/2016/07/25/olukolade-security-spokespersons-must-be-certified-by-nipr/>