

**INVITATION TO THE SUPPLIER EVENT 24 MAY 2018**

Dear partner,

Alko is organizing a supplier event **on 24 May** and we are glad to invite you to participate in it. In addition to topical items, the program of the day includes a deep dive to crisis communication with the help of group exercises. We hope that also the persons responsible for communication would take part in the event.

Even if a crisis is always a threat to the company's reputation, its stakeholder relations and its business, it also can strengthen the company's reputation if handled properly.

Nowadays, in the era of real-time communication and social media, small mistakes or omissions may grow into a crisis that requires quick response and action. Therefore anticipation, planning and coaching are the best ways for crisis and risk management.

Crisis communication exercises are carried out in small groups, allowing everyone to experience a fictional crisis communication situation to see how a crisis situation is handled in practice. During a compact training day, you will have a good understanding of successful crisis communication procedure and good practices and processes in crisis situations. After the training, you will also get a comprehensive information package of successful communications in media crises.

<b>Venue</b>	Original Sokos Hotel Presidentti, Eteläinen Rautatiekatu 4, 00100 Helsinki
<b>Time</b>	Thursday 24 May 2018 0900 – 1530
<b>Programme</b>	0900 – 0930 Morning coffee 0930 – 1100 Topical items, Executive Vice President, Products and Purchasing <b>Minna Alitalo</b> 1100 – 1200 Crisis communication principles, Eric Bäckman, Miltton, Executive Vice President, Communications, <b>Maritta Iso-Aho</b> , Alko 1200 – 1245 Lunch 1300 – 1530 Crisis communication training in groups

Crisis communication exercises are carried out in small groups. Choose a theme group that interests you below:

- 1: *Hazardous amount of methanol in tequila.*
- 2: *Human rights violation in South Africa's wine production.*
- 3: *Pieces of broken glass in a product.*
- 4: *The death of an employee in the sugar cane field that belongs to the rum's supply chain.*
- 5: *Above the limit values of mould toxin ochratoxin in red wine.*
- 6: *Water distress in production plant.*
- 7: *Health hazard caused by accident at the production plant*



The size per group is about 15 people. If the number of registrations for an individual crisis communication training group is high, we will divide the participants into the groups in the order of registration.

Material from the event will be published in English on the Alko website.

**Registration**

You are welcome to attend; however, please note that **the event will be held in Finnish.**

**Please RSVP Wednesday 2 May 2018 at the latest via a link:**  
(or by copying it to your browser)

[http://www.eventilla.com/tavarantoimittajatilaisuus\\_24052018](http://www.eventilla.com/tavarantoimittajatilaisuus_24052018)

Best regards,  
Minna Alitalo, *Executive Vice President, Products and Purchasing*