




Adam Smith Center
for Economic Freedom

Executive Program

Crisis Management

May 4 – 6, 2023





Connecting you with
world-class experts.

Introduction

In our volatile and unpredictable world, one thing is certain: leaders will have to overcome crises while carrying out their duties. Whether they are in the private or public sphere, leaders are often exposed to events that jeopardize the operational management of their organizations, the effectiveness of their work, their reputation, and ultimately, people's trust in them.

In this context, the Adam Smith Center for Economic Freedom has created a world-class executive education. The program is designed to help individuals learn from experts who specialize in studying and analyzing complex crises, and those who have managed such crises before.

This intensive program will take place in Miami between May 4 and 6, 2023 at the main campus of Florida International University.

Objective

In this executive program, participants will learn the fundamental principles of **crisis prevention, management, and response**, including operational and communicational aspects.

Participants will also learn how to carry out a crisis management plan and how to select the best possible team to face any type of contingency.

The program will cover key concepts related to crisis management, but its unique feature is the use of case studies, guided by former presidents, members of Congress, cabinet ministers, senior political and policy advisors, international consultants, business executives, and academics, among others. These experts will share their experiences and lessons with our participants.

Mitigate the *impact* of negative events.



The course is aimed at leaders from both the public and private sectors who currently hold or are preparing for high level leadership positions.

Agenda

The program consists of a total of 16 hours distributed from May 4 through 6, 2023, and will be offered in-person. The course is taught in Spanish, but simultaneous English interpretation will be provided. The program requires participation in all sessions and exercises. Participants who successfully complete the program will be awarded a Certificate of Completion from The Adam Smith Center for Economic Freedom at Florida International University.

The course will be organized by the following sections:

A World in Permanent Crisis: How to Be Prepared?

Crisis Prevention Planning:

- Artificial Intelligence
- Communication

Crisis Management

Case Studies:

- Economic crisis
- Political crisis
- National security crisis
- Cybersecurity crisis
- Communications crisis
- Multidimensional crisis
- Others

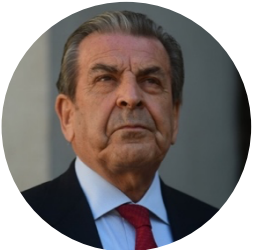
Instructors



H. E. Iván Duque

Former President, Republic of Colombia

freedom.fiu.edu/senior-leadership-fellows/



H.E. Eduardo Frei

Former President, Republic of Chile

freedom.fiu.edu/senior-leadership-fellows/



H.E. Álvaro Uribe

Former President, Republic of Colombia

freedom.fiu.edu/senior-leadership-fellows/



Mario Canahuati

Former Minister of Foreign Affairs, Republic of Honduras



Marián de la Fuente

Journalist, TV personality, and Communications Expert,
América TeVé



Hon. Carlos Díaz-Rosillo, Ph. D.
Former Director of Policy, The White House
Founding Director,
The Adam Smith Center for Economic Freedom
freedom.fiu.edu/director/



Aquiles Esté, Ph. D.
Chief Strategy Officer, TAGA/Brand Consultants
Lecturer, University of Miami



Irma Llano Pereira
Delegate Prosecutor for Cybercrime,
Public Prosecutor's Office, Republic of Paraguay



Andy Rivas
International Political Consultant



María Paula Romo Rodríguez
Former Minister of Government, Republic of Ecuador
www.paularomo.com

Tuition

Early registration (until April 15, 2023): \$1,799

Registration (available on a first-come, first-served basis): \$1,999

Group registration (5 participants): \$1,599

-

To obtain detailed information regarding the program's cost, schedule of activities, and curriculum, please contact Atilda Alvarido at freedom@fiu.edu.

