

Why choose us?

The National University of Singapore (NUS) is a university ranked 8th globally and 1st in Asia in the QS World University Rankings 2026, offering a multidisciplinary education that blends Asian perspectives with a global outlook.

This comprehensive 3-day course provides a hands-on, evidence-based introduction to how people perceive and understand risks in their professional and personal lives, and how to use that knowledge to develop effective communication strategies when faced with uncertainty. It will be taught by NUS experts and faculty from:

LRF Institute for the Public Understanding of Risk (IPUR)

IPUR is the premier institute focusing on public risk perception and communication in Asia, using a multi-disciplinary research approach to investigate what people are worried about.

Department of Communications and New Media (CNM)

CNM is the only department in Southeast Asia which offers media studies, interactive media design, cultural studies, and communication management with a focus on new media.

How you will learn

You will learn through a blend of interactive, discussion-driven lectures led by world-renowned faculty, along with case-based sessions examining high-stakes risk domains such as AI and emerging technologies, climate and energy, and health and safety.

A practitioner clinic will round out the programme, giving you the chance to apply course frameworks to your own real-world challenges and receive practical feedback.

Duration

12 sessions over 3 days.

Venue

Conference Room #01-05
Innovation 4.0 Building,
3 Research Link, Singapore 117602

Fees

SGD 2,550 (exl. GST)
SGD 765 (after SSG subsidy)

SkillsFuture code

TGS-2026064273

Strategic Communication in an Uncertain/Risky World

Executive Education Programme



What you can expect to gain

- Grasp the language and metrics of risk assessment; know how and when to use them.
- Gain insight into what people around the world see as the greatest threats to their safety, understand how risk perceptions are formed.
- Learn techniques to develop both long-term and crisis risk communication strategies.
- Achieve deeper understanding of your own risk perceptions and how they affect your life choices.

Skills you will acquire

- Enterprise risk and crisis management
- Strategic communication
- Crisis communication
- Evidence scan, data gathering and analysis
- Stakeholder engagement

Course structure

The Strategic Communication in a Risky World condenses concepts, tools, evidence, and applications into an intensive hands-on 3-day course.

- Day 1: Foundations of risk perception and global evidence on what people worry about.
- Day 2: Learners choose a focus track (health, climate, or emerging technologies) identifying where the gaps lie in public risk perceptions, how risks are currently being communicated to the public, and how to address misperceptions.
- Day 3: Practical risk communication for everyday risks including strategy, methods, data, and creativity.

Key concepts

Risk, uncertainty, probability, risk and uncertainty in policy, strategy and management



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Is this course for you?

This course is relevant to professionals who have to communicate about risks within their organisation or to the general public. This includes:

- Chief risk officers and enterprise risk managers, public sector managers developing and implementing policy.
- Scientific and technical experts with firms, government and academic institutions.
- Journalists, communications and marketing professionals who have to engage with their audiences under rapidly evolving and uncertain conditions.

