

KRISHNASAMY BHAVANI

KENYON CRISIS COMMUNICATIONS ASSOCIATE



K Bhavani, owner of PR training and consultancy firm, International PR Training Pte Ltd., has served in Singapore for 35 years in various appointments, including as the Director of Emergency Preparedness and Head of the Community Engagement Cluster for Media and the Arts for MICA. She has also served as Head Public Affairs at the Ministry of Trade and Industry and Head of Media Relations at the Ministry of Defence, adding to her depth of experience in managing challenging issues.

She was also responsible for national-level crisis communications planning, ensuring a coordinated whole-of-government approach in handling various crises scenarios. She was involved in many national level crises: the hijack of SQ117, crash of MI185, the SARS crisis, the HINI crisis and the crisis in Singapore from the Fukushima nuclear incident.

She has worked with clients from the public and private sectors to test, validate and enhance their crisis communications plans to handle major crises including haze, infectious diseases and terrorist attacks. More recently, she has helped agencies review their crisis communications plans in managing Covid-19.

Bhavani holds a degree in Business Administration (NUS), a Graduate Diploma in Marketing from the Chartered Institute of Marketing, UK, and a Master of Arts (Mass Communications) from the Oklahoma City University, USA.