

UPDESH KAPUR

KENYON CRISIS COMMUNICATIONS ASSOCIATE

Updesh is an experienced Gulf-based senior strategic communications professional and former UK aviation, travel, business print and TV journalist and author in a career spanning over 30 years. He has worked for leading media outlets and two of the world's leading airlines — Qatar Airways and Etihad Airways — as Head of Corporate Communications.

Reporting to C-level leaders in key strategic roles across the Gulf over the last 16 years with significant experience working on projects in India, he has a demonstrated history of developing and executing communication strategies, building corporate share of voice and managing reputation and crisis management. He spearheaded media training sessions for airport, regional and executive management worldwide, and has vast experience of international media relations and managing and organising press conferences globally.

He has been involved in a number of table-top exercises as the communications lead within the Emergency Response Centres for both Gulf carriers. These have covered simulated aircraft incidents at Doha and Abu Dhabi International Airports and airport outstations, counselling HQ and regional management and preparing crisis statements. He was responsible for media handling during the 2010 European ash cloud crisis, and a number of onboard and ground incidents. He was part of Etihad Airways' communications department voted In-House Comms PR Team of the Year at the MEPRA (Middle East Public Relations Awards) in 2017.

