

Thailand's Royal Development Overspending

Presented by:

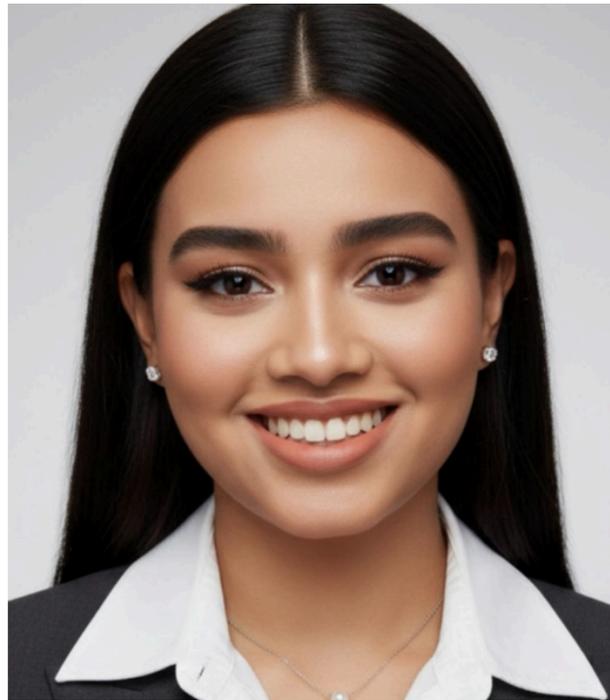
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Crisis Management Team



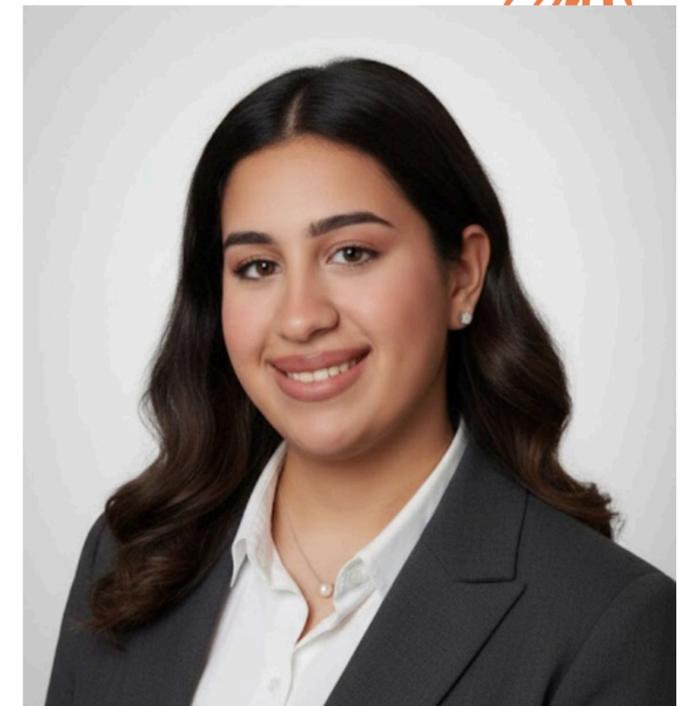
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Spoken Government

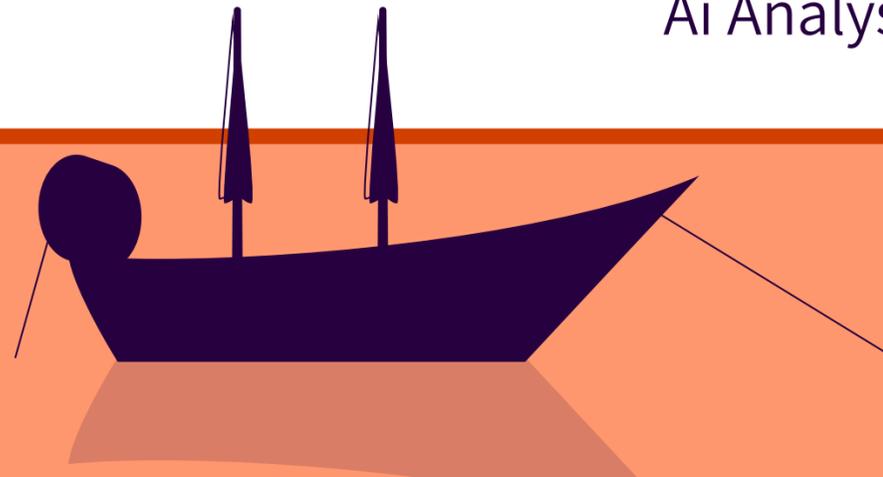


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Background about incident



Background



- Chao Phraya River development initiative faces the danger of project suspension after leaked reports from the ministry of finance
- The initial indications shows that the project exceeded the decided budget by 300% and an increase in the national debt as the project was 50% funded by the state.



Background



- The leak of such news provoked public anger and an immediate call of action for transparency.
- The Thai's monarchy public image was completely distorted due to this incident as described by international media (BBC).
- A call for an immediate press conference or a reliable spokesman was needed for more clarification before spread of rumors on media platforms.





Roles of the International PR Crisis Team

PR Officer



PR Officer



Crafts official messaging

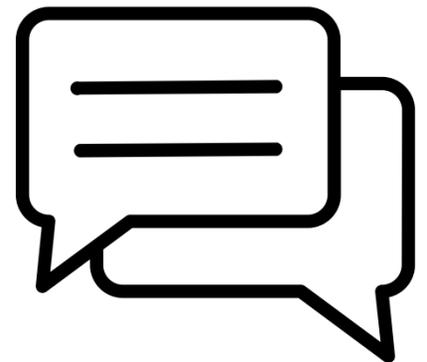
- Clear plan for how the government will interact during the crisis, including timelines, key messages, and channels such as press conferences and social media.
- Making sure that all actions are not dependent on reactions to prevent the situation from getting worse.

PR Officer

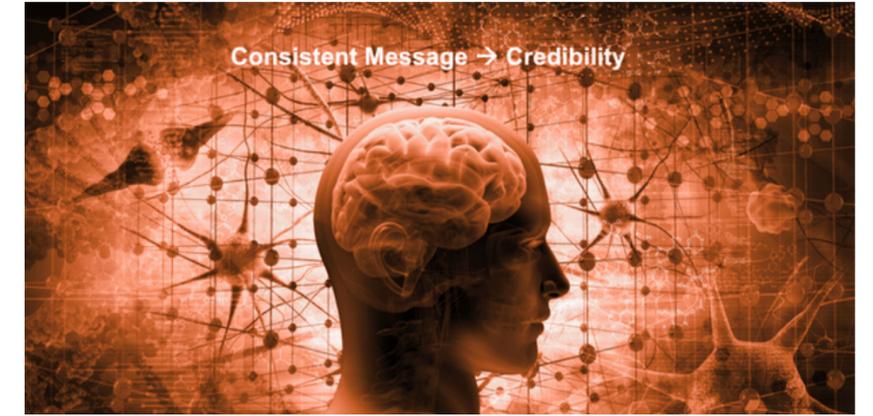


Crafts official messaging

- Thailand's issue describes how to deal with this problem without causing panic.
- Organized messaging in all communications to support trust, such as, recognizing the problem and explaining the steps.



PR Officer



Crafts official messaging

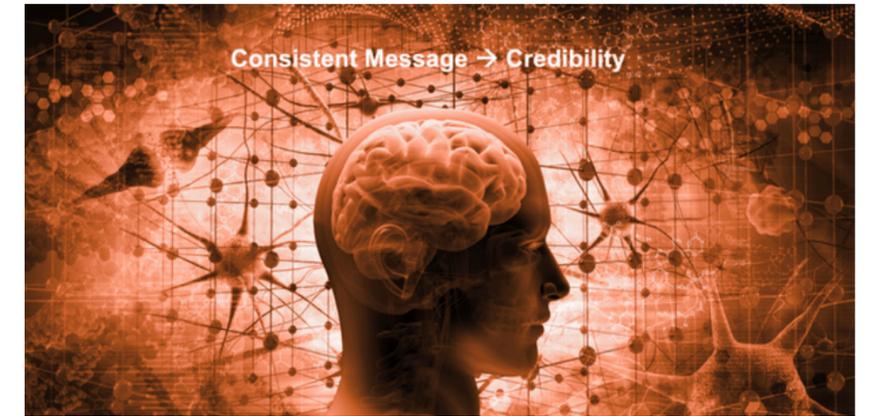
- Makes sure that all official messages discussed by different departments, such as the Ministry of Finance and Royal Offices, use the same language and facts to avoid from confusion.
- preventing mixed messages that leads in losing trust , like one agency saying there is no problem while another agrees there is a problems.

PR Officer

Crafts official messaging

- Using clear and formal Language with clear information to keep trust and avoid using any confusion
- Structured messages, like including the key elements such as explaining the problem and the next steps
- share messages quickly and with accurate details to show trust.

PR Officer



Crafts official messaging

- Ensuring That messages aligns across all government and financial institutions
- Reviewing all messages and to maintain trust

PR Officer

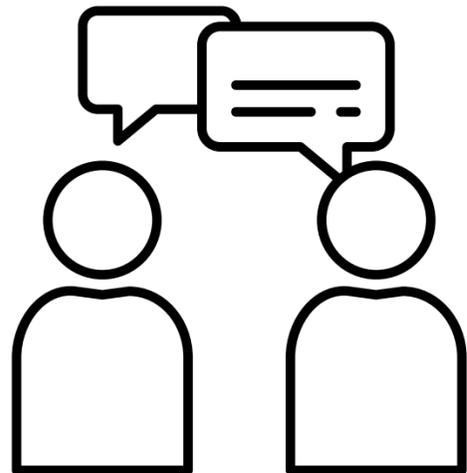
Monitors global perception:

- Follows communication rules like being transparent, Credibility , and using facts messaging
- The response is very diplomatic and taking into consideration into cultural sensitivity and uses multiple social media platforms to reach all international audiences.
- Adapting messages for Western media while respecting their values and traditions .

PR Officer

PR officer ensures alignment of messaging with strategy

- Creating channels to receive feedback, such as Q&A sessions on social media platforms to listen to the public's responses.
- To create conversation, not just broadcasting, to show responsiveness, and to build relationships
- creates two way of communication between the government institutions and media.



Spoken Government



Spoken Government

1. Presents as spoken government during the crisis

- The government communicates to all public image
- notices the leaked report in a clear way
- Explains the crisis carefully without misunderstanding
- clarifies what is the government is doing and the next step



Spoken Government

2. Keep message consistent and build trust with public

- Provides same messages in all press conference
- Speaks with only correct information
- Helps people to build trust with the government



Media Relations Officer



Media Relations Officer

- **Coordinates with journalists**

- The main aim is to provide journalists with insured, accurate information to avoid rumors and misunderstanding.
- Apply two-way communication theory, through listening to questions explain misunderstanding, and provide clear transparent answers.
- Organizing a planned press conference for two purposes, pacify public rage and ensure transparency, giving full updates concerning the project with facts.



Media Relations Officer

- **Coordinates with journalists**

-Journalists will ask controlled questions putting into consideration, common repeated questions and worries.

-Arrange a media packet consisting of factsheet through which verified and preliminary information are separated, questions and answers discussing clearly, common questions and providing authentic answers.



Media Relations Officer

- **Coordinates with journalists**

-This will be done through a clear timeline with past actions and any updates.

-Only the government spokesperson are allowed to speak with the media away from unreliable interview and comments.



Media Relations Officer

- **Issuing press releases:**

- Confidential report from financial minister was leaked.

- The leak proved to be true.

- The financial records about overspending and debt are being revised

thus, there is no responsibility towards the government until the final report released.



Media Relations Officer

- **Issuing press releases:**

-Waiting for updates from external and independent accountants and transparency information centers.

-There's been continuous meetings with international partners.

-For transparency there will be daily updates for the first week and full review 30 days with immediate clarification for any urgent problem that pops up.



Media Relations Officer

- **Avoid misinterpretation & Media escalation.**

-Being cautious while answering uncertain questions by using special statements “These details are being examined thoroughly”

“There are no speculations authentic information will be announced after deep inspection.

-A fast correction protocol will be applied in case of misleading information or rumours through contacting media within 30 minutes for correction, authenticity and transparency.



Media Relations Officer

- **Avoid misinterpretation & Media escalation.**

Communication will be through reliable channels to assure honesty and trust of the public.

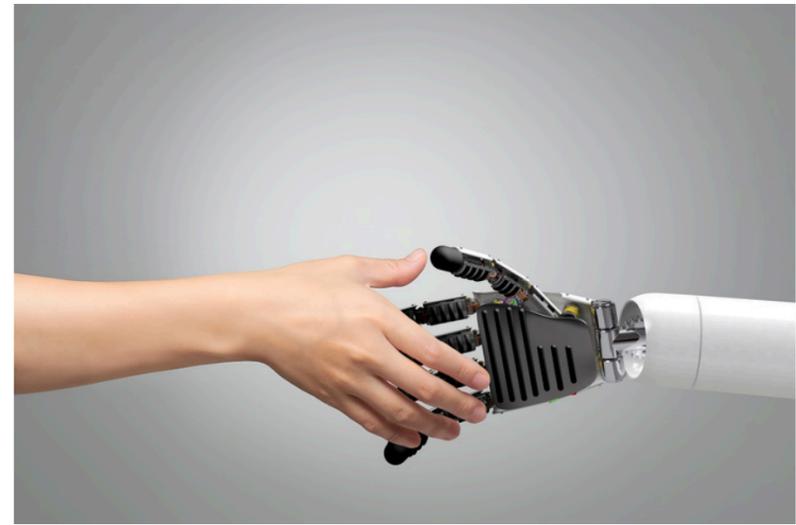
- BBC Channel
- CNN Channel
- TNN Channel
- Nation TV



AI Analytical



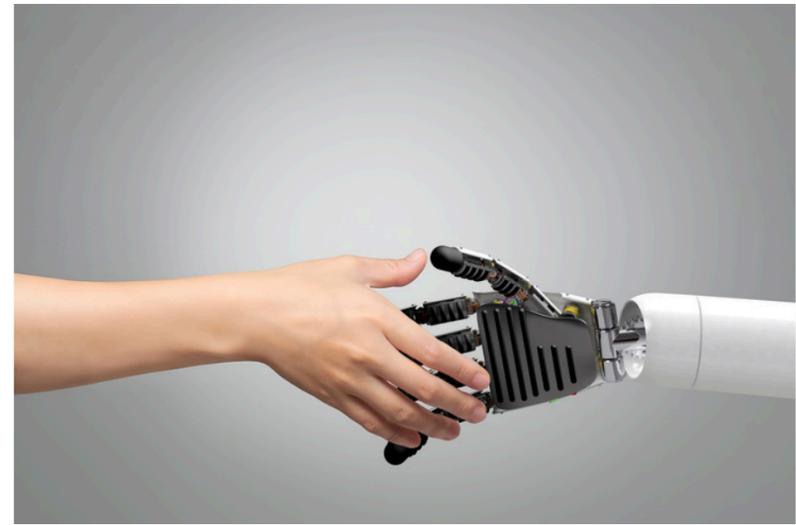
AI Analytical



Analyzes sentiment

- AI will analyze public emotions and feels about this crisis and see they angry, worried, or sad, and what they feel through this crisis
- Spot all crisis trends like the public's comments in social media so the communication be enhanced
- seeing how people react to this problem to prevent things from getting worse.

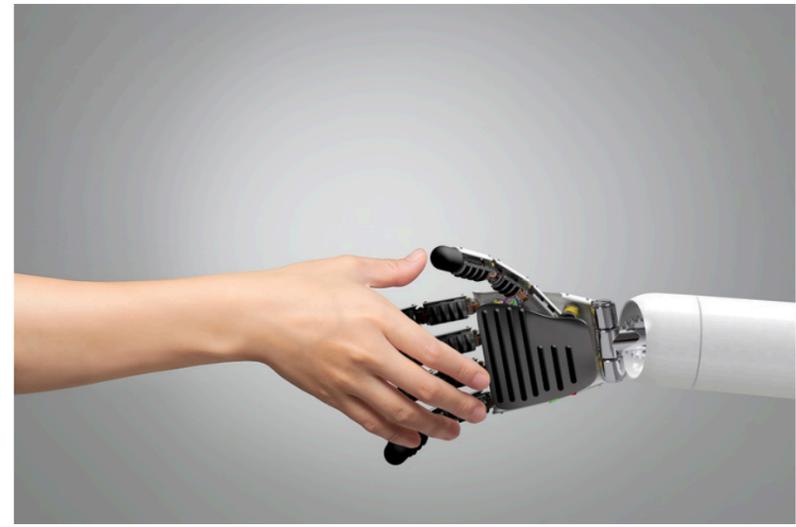
AI Analytical



Predictive modelling

- AI will predict what will happen after this, like how the fake news will spread everywhere and cause a new crisis and how people will change.
- It will help in taking good decisions, like if we delay any updates people anger will increase about 10%.

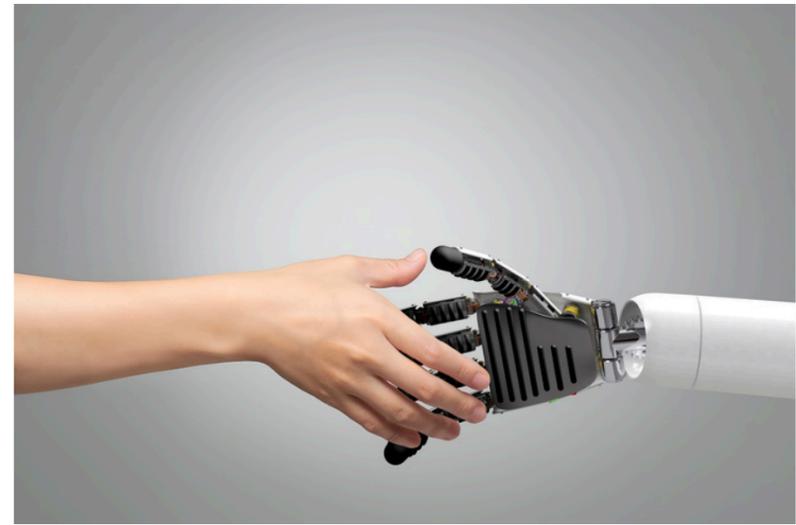
AI Analytical



Crisis Forecasting & Real-Time Monitoring

- AI will be monitoring any events. If there is any problem happening in this event, AI will alert about it quickly.
- IT will be monitoring social media platforms to watch for rumors related to extravagance so that the authorities respond quickly.

AI Analytical



Misinformation Detection

- AI will discover any wrong information so this will prevent the spread of false information.
- It can uncover exaggerated debt claims and reveal the true facts.

**Key insights you will
focus on during the
conference**



- Regular updates about the incident will be shared with the public to enhance the government image.
- Credibility is crucial; we share a clear information and tracking audience reviews
- Accountability the government is responsible for checking overspending
- Focus on respecting Thai ethical and cultural values while we adapting to global audiences
- Misinformation management to stop the rumors by sharing a confirmed information

Press Conference Banner



Ministry of Finance

EMERGENCY PRESS CONFERENCE

**Chao Phraya River Project
(Royal Development Project)**

**Preliminary Financial Review
& Official Statement**

Ministry of Finance- Thailand

16/12/2025

Thank You

