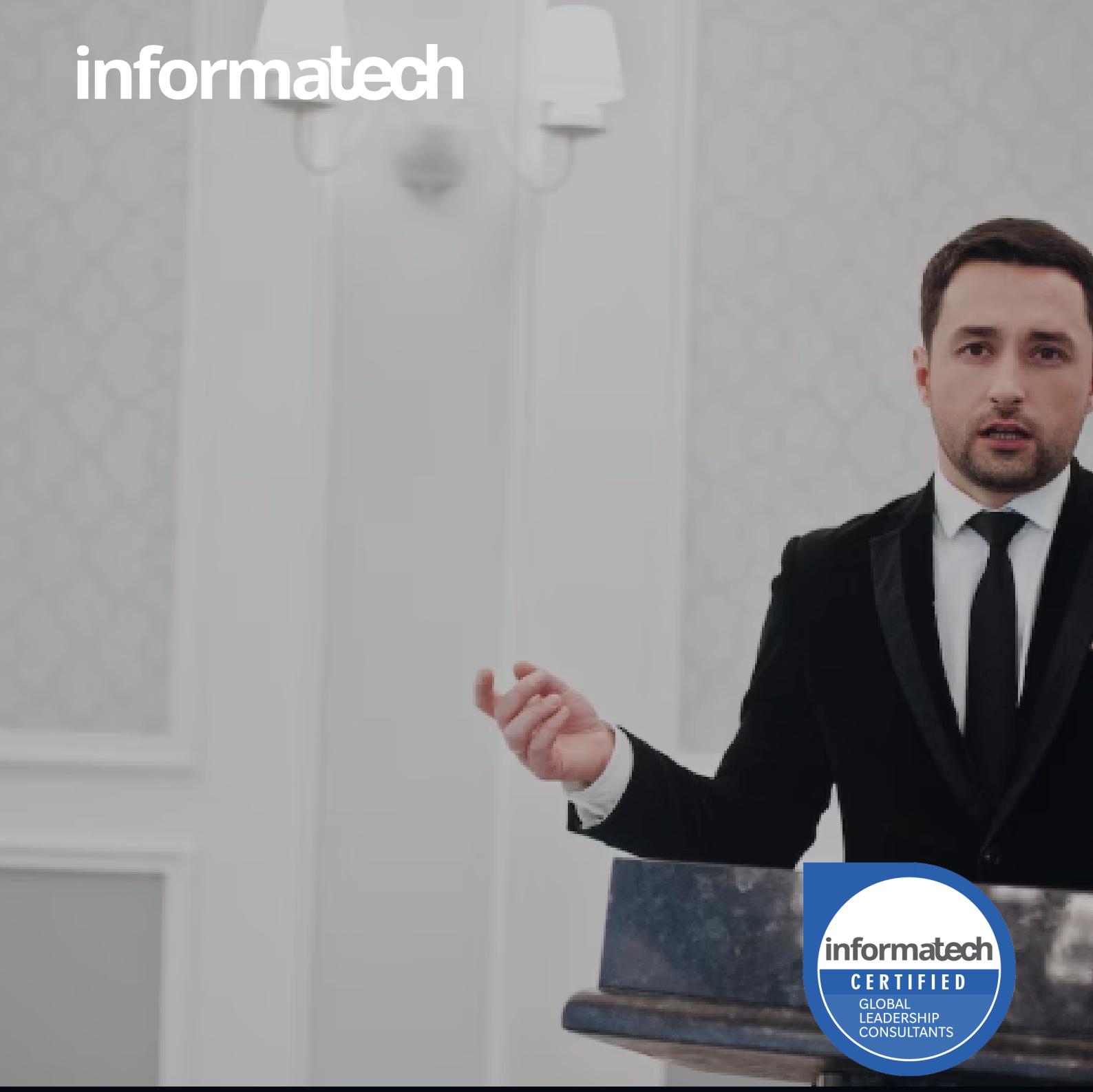
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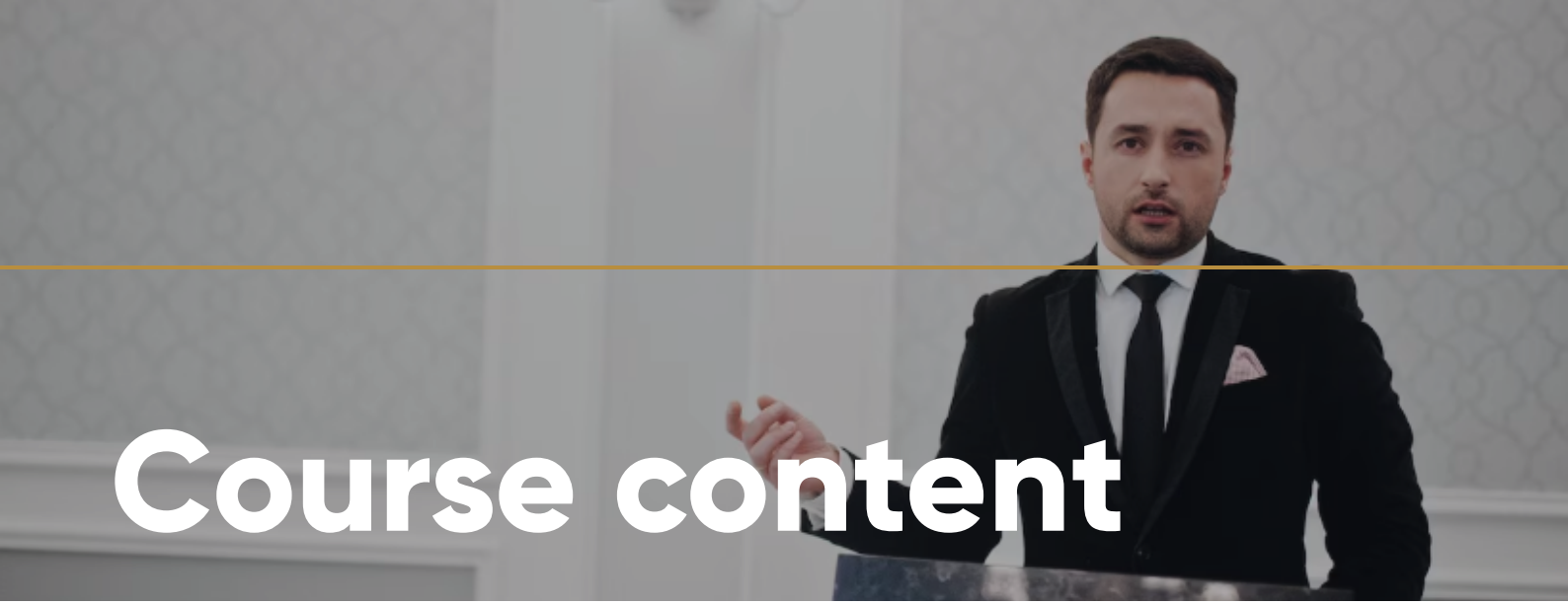


BUSINESS CONTINUITY AND CRISIS MANAGEMENT | COURSE

Crisis Communication Skills

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EC1N 8LE , London

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Waarderweg 50 - 2031PB
Haarlem - Netherlands



Course content

Why Attend

What do the 2010 British Petroleum spill, the disappearance of Malaysia Airlines flight MH 370, and the financial crisis of 2008 have in common? They were all unexpected crises that rocked the world and created seemingly insurmountable Public Relations (PR) challenges for the organizations involved. This course provides participants with the opportunity to identify how a crisis can impact an organization and what should be done to mitigate its effects. The course focuses on how to prepare the communication function to respond rapidly and effectively in the event of a crisis in order to be able to manage perceptions in the media and online.

By attending this course, you will learn best practices in crisis communication management, situation analysis, risk assessment, crisis team formation and responsibilities, protocols, and resources to be used such as crisis manuals and communication tools.

The workshop is designed to be interactive and participatory with the occasional use of various educational and training tools. The course also relies on the use of real life cases aimed at helping the participants translate the theory into application in an effective and efficient manner. The course is built on four learning pillars: concept learning (lectures and presentations), role playing (group exercises), experience sharing (roundtable discussions) and exposure to real world crises and policy choices which participants may confront.

By the end of the course, participants will be able to:

• Identify the different types of crises and their aspects

• List the various principles of crisis communication

• Devise crisis management processes aimed at mitigating potential crises in their organizations

• Demonstrate the benefits of using the media in a crisis situation

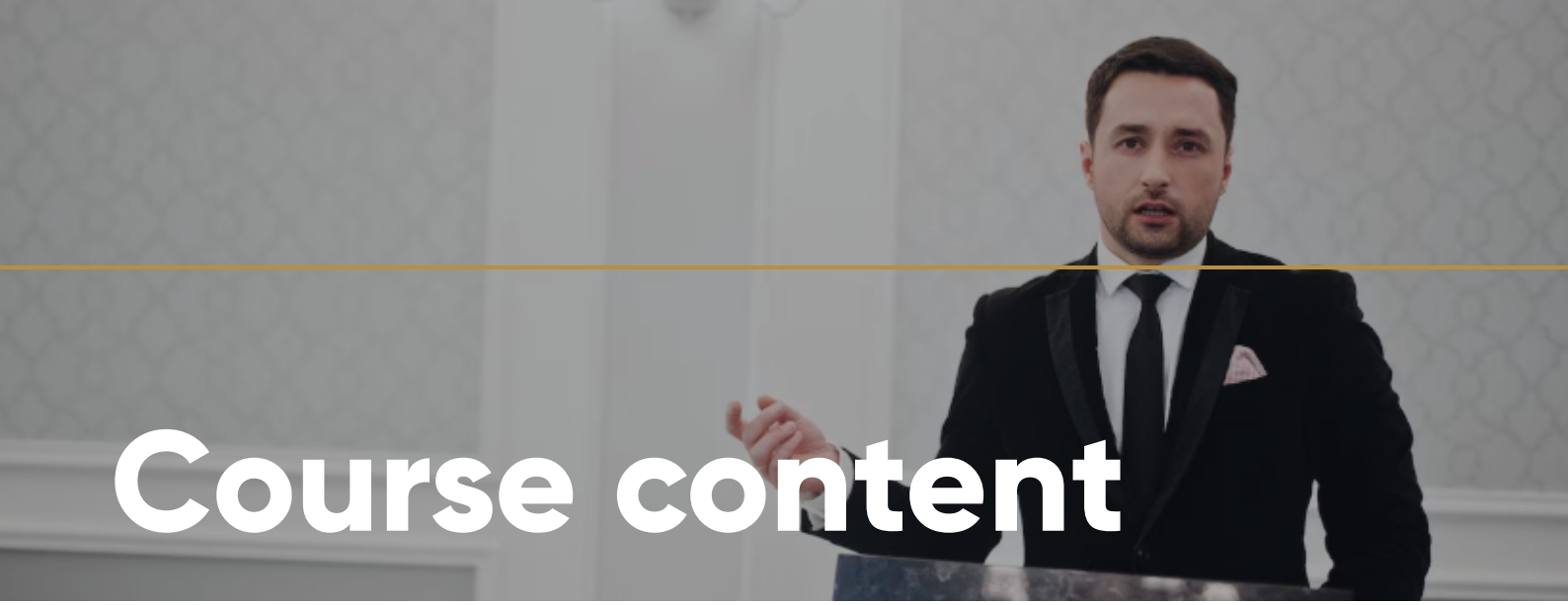
• Evaluate and prioritize the dimensions involved in crisis communication management

• Analyze and interpret results achieved through crisis communication management

This course is targeted at team leaders, supervisors and managers of public relations sections as well as any staff member who may be involved in managing communication issues during a crisis.

• Public speaking

• Verbal and non verbal communication



Course content

Why Attend

- Influencing audiences
- Building rapport
- Motivating subordinates
- Organizing and leading projects

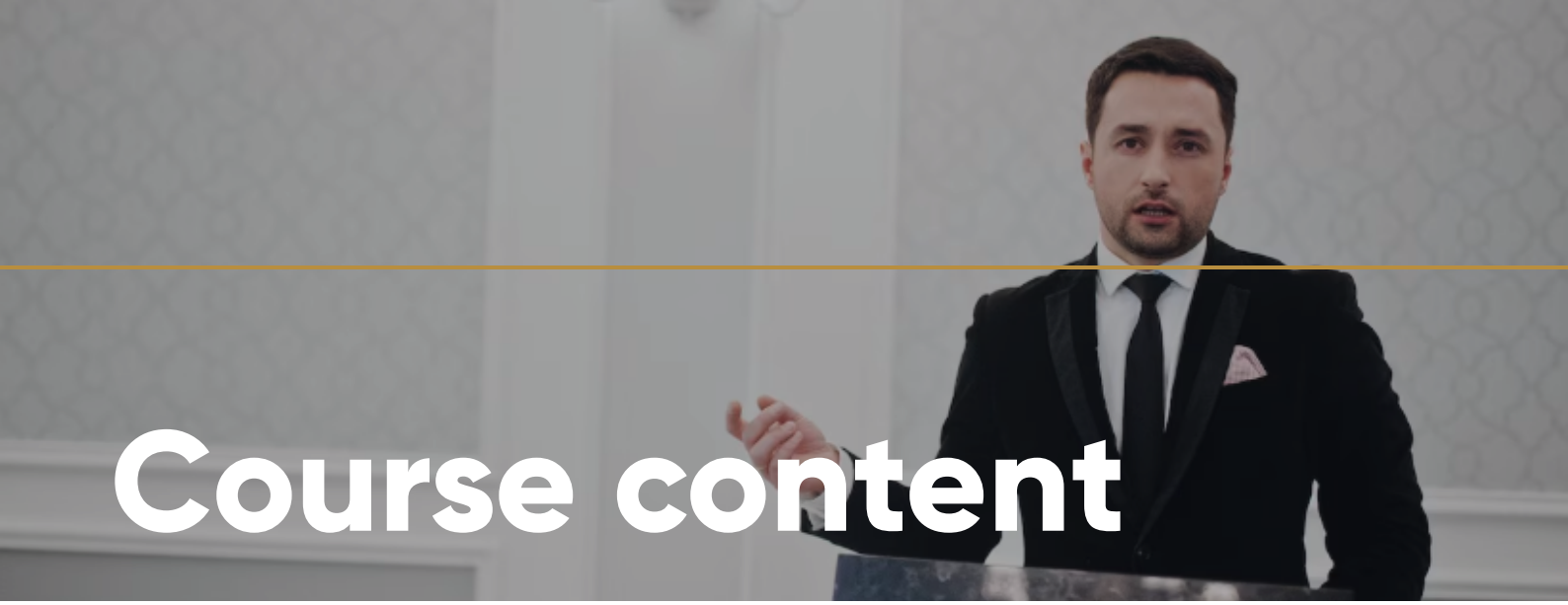
Course outline

Introduction

- Definition of a crisis
- Overview of communication
- Various types of crises
- Key aspects of a crisis
- Evolution of a crisis

Principles of crisis communications

- Setting your clear objective
- Responding quickly
- Accepting responsibility
- Appropriate messaging
- Profiling your audience
- Showing and maintaining credibility
- Coordinating with others
- Continuous monitoring



Course content

Course outline

Crisis management process

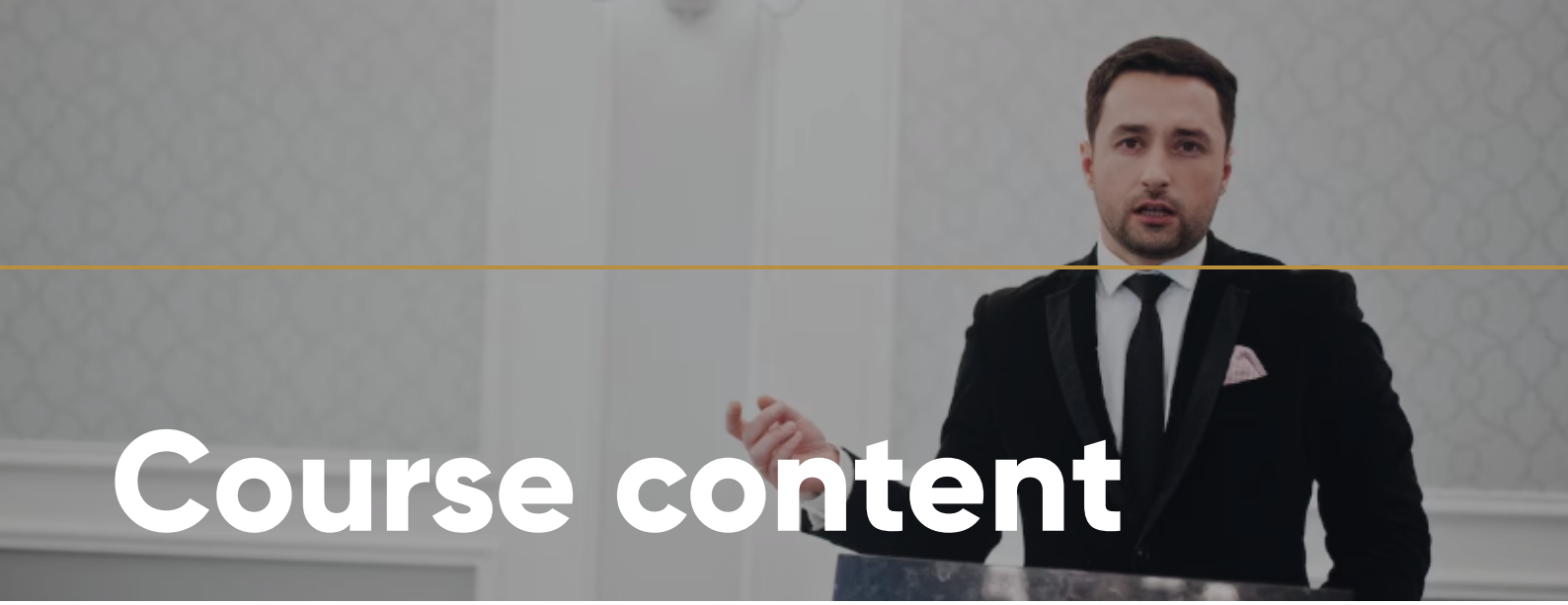
- Pre-crisis phase
- Crisis Management Plan (CMP)
- Crisis Management Team (CMT)
- The spokesperson's role
- Crisis event phase
- Initial response
- Reputation repair
- Post crisis phase
- Lessons learned
- Follow up with communication

Crisis communication and media

- Media and communication
- Media as a partner in crisis response
- Social media and crisis communication
- Social media as a beneficial tool or a challenge
- Dynamic use of social media in crisis communication

Dimensions of crisis communication management

- Standard operating decisions dimension
- Victims management dimension
- Trust and credibility dimension



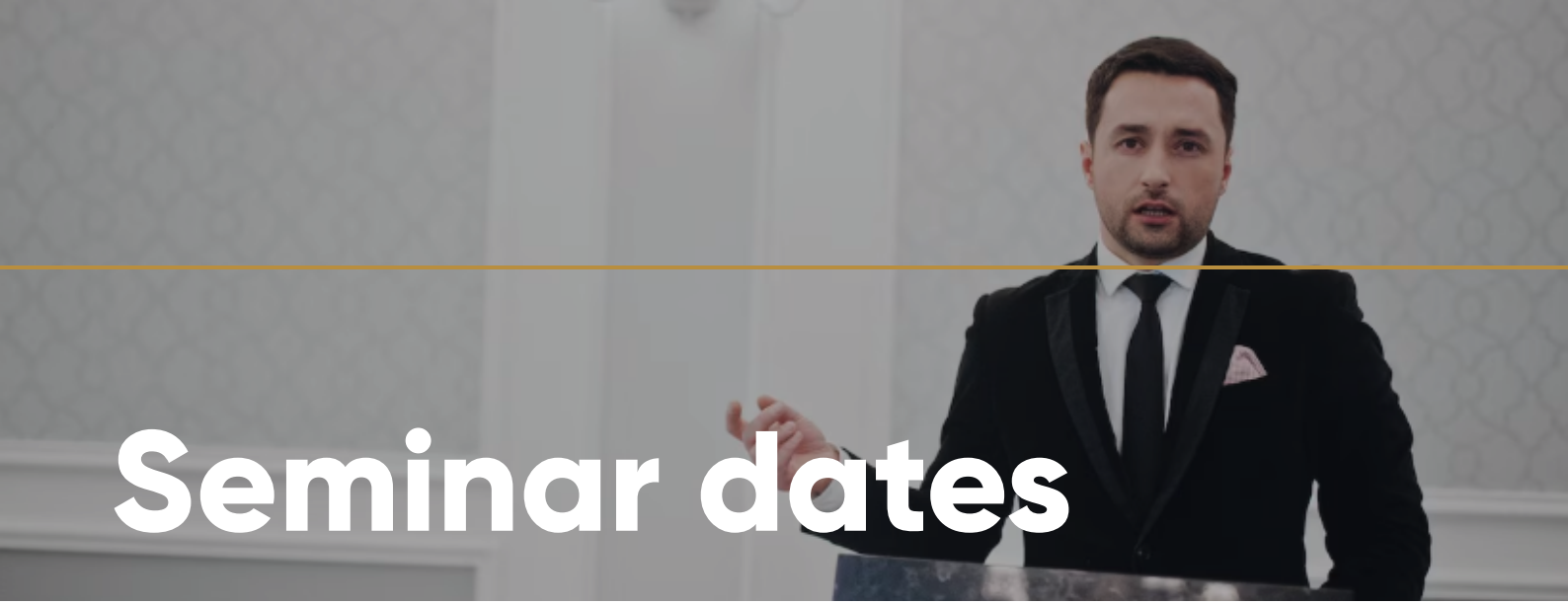
Course content

Course outline

- Behavior dimension
- Professional expectations dimension
- Ethical dimension
- Lessons learned

How to measure your results in a crisis

- Measuring outputs
- Measuring impact
- Measuring outcomes
- Steps for a measurement program
- Defining your objectives
- Defining your audience
- Defining your criteria and benchmarks
- Deciding upon your timing, budget and measurements tools
- Analyzing results for conclusions and recommendations



Seminar dates

Available seminar dates

Live dates and pricing for Crisis Communication Skills generated from the course details page.

Date	Location	Format	Fee
7 - 11 December 2026	Munich - Germany	Classroom	**€2,760.-**
11 - 15 January 2027	Barcelona - Spain	Classroom	**€3,080.-**
8 - 12 February 2027	Frankfurt - Germany	Classroom	**€2,600.-**
8 - 12 March 2027	Rome - Italy	Classroom	**€3,400.-**
12 - 16 April 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
10 - 14 May 2027	Barcelona - Spain	Classroom	**€3,080.-**
14 - 18 June 2027	London - U.K	Classroom	**€3,360.-**
12 - 16 July 2027	Munich - Germany	Classroom	**€3,400.-**
9 - 13 August 2027	Barcelona - Spain	Classroom	**€3,080.-**
13 - 17 September 2027	Frankfurt - Germany	Classroom	**€2,600.-**
11 - 15 October 2027	Rome - Italy	Classroom	**€3,400.-**
8 - 12 November 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
13 - 17 December 2027	Barcelona - Spain	Classroom	**€3,080.-**

Live online option	Online delivery is available at €1,850.-.