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COMMUNICATION AND WRITING SKILLS | CWS-006

Crisis Communication: Managing Messages in High-Pressure Situations

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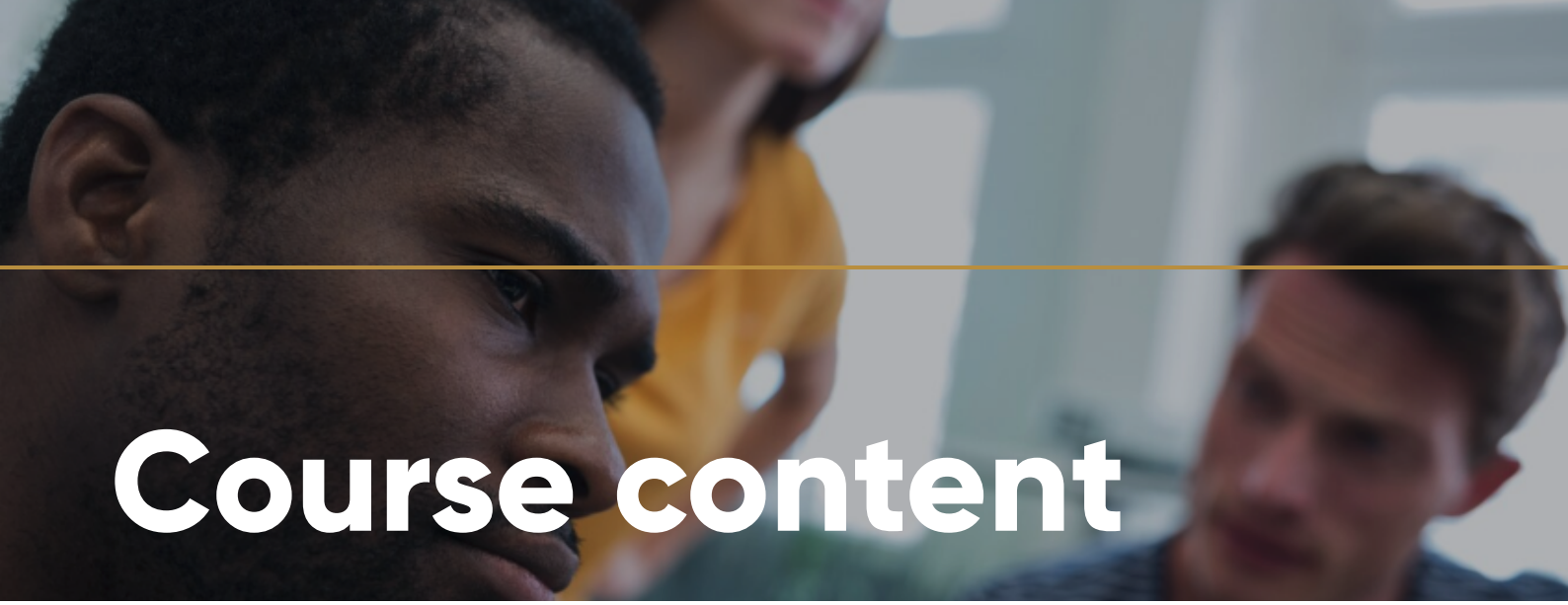


Course content

Why Attend

In today's fast-paced and interconnected world, effective communication during a crisis is critical to maintaining trust, managing reputations, and ensuring public safety. This course equips participants with the tools to craft clear, timely, and empathetic messages, manage media interactions, and lead communication efforts under pressure. Whether you're in PR, corporate communications, or a leadership role, this course will prepare you to handle crises with confidence.

Course Methodology

This course is highly practical and interactive, featuring:

• Lectures : Expert-led sessions on crisis communication principles and strategies.

• Case Studies : Analysis of real-world crisis communication successes and failures.

• Role-Playing : Simulated crisis scenarios to practice communication skills.

• Media Training : Techniques for handling interviews and press conferences.

• Templates and Tools : Access to crisis communication plans, checklists, and resources.

Course Objectives

By the end of this course, participants will:

• Understand the fundamentals of crisis communication and its importance.

• Learn to develop a crisis communication plan and assemble a response team.

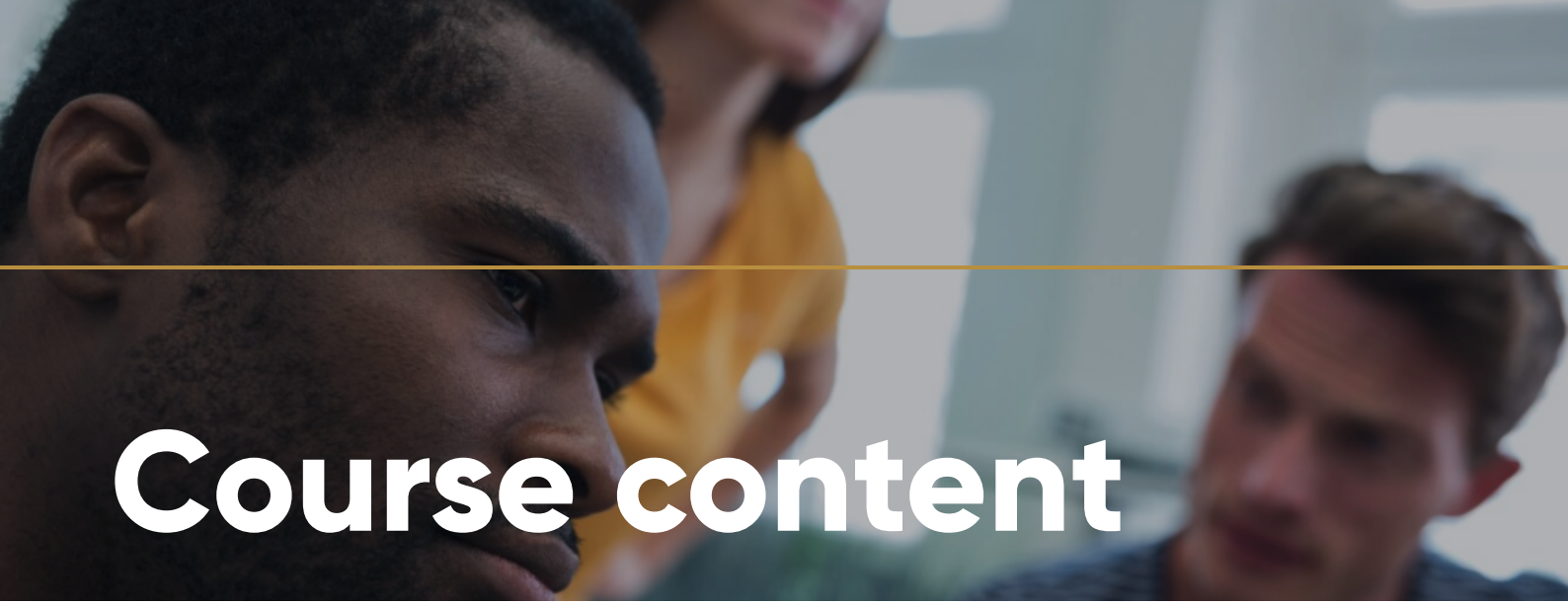
• Master techniques for crafting clear, empathetic, and actionable messages.

• Develop skills for managing media interactions and social media during a crisis.

• Gain confidence in leading communication efforts under high-pressure conditions.

Target Audience

This course is ideal for:



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Target Audience

• PR and corporate communication professionals.

• Crisis management teams and business continuity planners.

• Leaders and executives responsible for organizational communication.

• Government and NGO officials managing public information during emergencies.

• Anyone involved in communication during high-stakes or crisis situations.

Target Competencies

Participants will develop the following competencies:

• Crisis Preparedness : Planning and preparing for potential crises.

• Message Development : Crafting clear, consistent, and empathetic messages.

• Media Management : Handling interviews, press conferences, and media inquiries.

• Stakeholder Communication : Engaging with employees, customers, and the public.

• Emotional Intelligence : Managing stress and emotions during a crisis.

Course outline

Day 1: Introduction to Crisis Communication

• What is crisis communication? Key principles and challenges.

• Types of crises: Natural disasters, PR scandals, cyberattacks, and more.

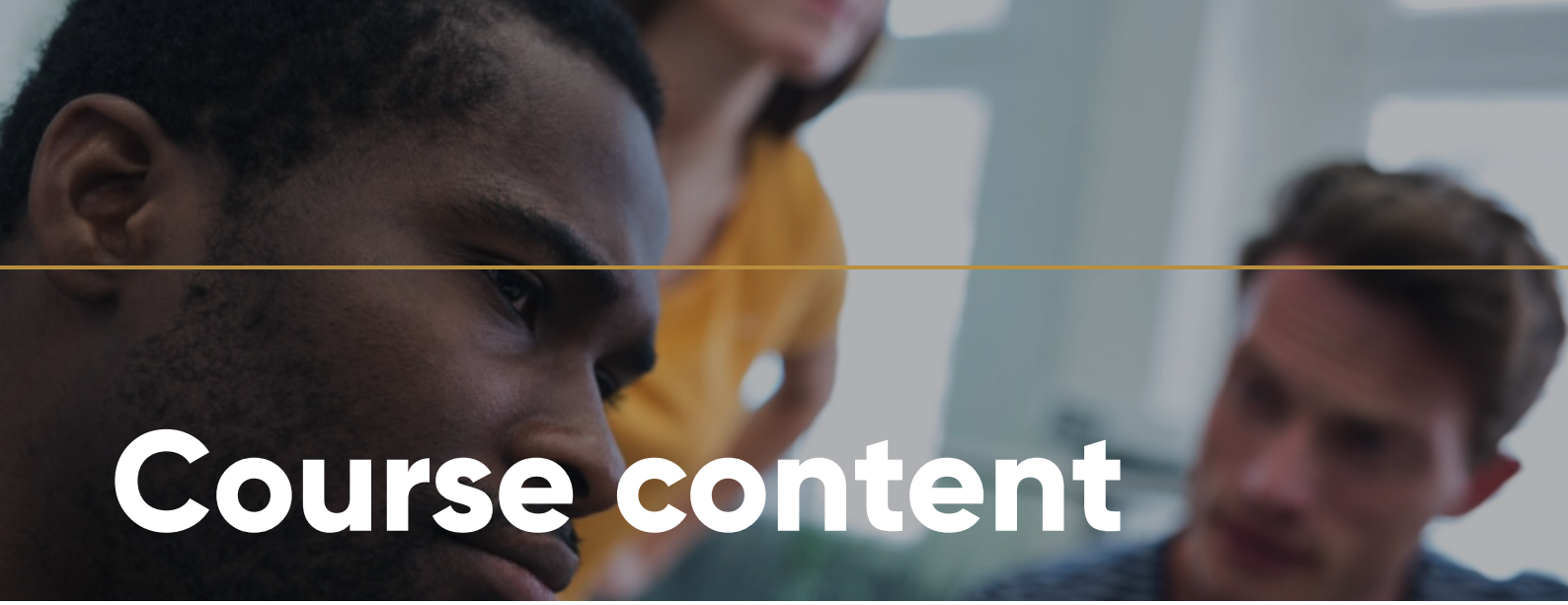
• The role of communication in crisis management.

• Activity: Identifying potential crises in your organization.

Day 2: Developing a Crisis Communication Plan

• Key components of a crisis communication plan.

• Assembling and training a crisis communication team.



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Course outline

• Identifying stakeholders and their communication needs.

• Activity: Drafting a crisis communication plan outline.

Day 3: Crafting Crisis Messages

• Principles of effective crisis messaging: Clarity, empathy, and actionability.

• Writing press releases, statements, and social media posts.

• Adapting messages for different audiences and platforms.

• Activity: Writing a crisis message for a simulated scenario.

Day 4: Managing Media and Social Media

• Handling media inquiries and press conferences.

• Techniques for staying on message during interviews.

• Managing social media during a crisis: Monitoring and responding.

• Activity: Role-playing a media interview and social media response.

Day 5: Leading Communication Efforts Under Pressure

• Managing stress and emotions during a crisis.

• Coordinating communication across teams and departments.

• Evaluating and learning from crisis communication efforts.

• Course wrap-up: Key takeaways and action plans for continued improvement.

Additional Notes :

• Each day includes breaks and time for Q&A.

• Participants will receive a workbook with templates, checklists, and resources.

• A certificate of completion will be awarded at the end of the course.

Seminar dates

Available seminar dates

Live dates and pricing for Crisis Communication: Managing Messages in High-Pressure Situations generated from the course details page.

Date	Location	Format	Fee
20 - 24 July 2026	Barcelona - Spain	Classroom	**€3,850.-**
3 - 7 August 2026	Rome - Italy	Classroom	**€4,250.-**
7 - 11 September 2026	Munich - Germany	Classroom	**€3,450.-**
12 - 16 October 2026	Amsterdam - Netherlands	Classroom	**€4,250.-**
9 - 13 November 2026	London - U.K	Classroom	**€4,200.-**
14 - 18 December 2026	Istanbul - Turkey	Classroom	**€2,850.-**

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