

PREVENTING PUBLIC RELATIONS CRISES

“Proactively Safeguarding Brand Reputation and Building Crisis Resilience”

Schedule

Date	Venue	Fees (Face-to-Face)
17 – 19 Aug 2026	Kuwait	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

This highly practical course equips communication and PR professionals with strategies to proactively identify, manage, and prevent public relations crises. Participants will explore techniques for risk detection, media engagement, and rapid response, ensuring their organization is prepared to protect its reputation when facing potential threats.

By blending theoretical frameworks with hands-on simulations, the course strengthens participants’ ability to craft resilient communication strategies, manage stakeholders effectively, and minimize reputational damage during challenging situations.

Objectives

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

- Identify potential public relations risks and crisis triggers.
- Develop a robust PR crisis prevention and management plan.
- Implement proactive communication strategies to safeguard reputation.
- Effectively manage media inquiries and social media during crises.
- Engage internal and external stakeholders with confidence in crisis scenarios.

Why Attend

- Strengthen your organization's ability to detect and defuse potential PR crises.
- Learn to communicate with clarity and control under media pressure.
- Gain practical tools for crisis communication planning and execution.
- Enhance your reputation management and stakeholder engagement skills.
- Participate in real-life case studies and crisis simulations.

Target Audience

This program is designed for:

- Public relations and communications managers.
- Media relations and corporate affairs professionals.
- Marketing and branding managers.
- Crisis management and corporate risk teams.
- Executives and spokespersons responsible for public image.

Individual Benefits

Key competencies that will be developed include:

- Advanced crisis anticipation and preparedness.
- Strong media handling and spokesperson skills.
- Strategic stakeholder communication abilities.
- Confidence in managing high-pressure crisis scenarios.
- Mastery of social media crisis monitoring and response.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced organizational resilience against PR crises.
- Improved internal crisis communication frameworks.
- Stronger relationships with media and key stakeholders.
- Reduced reputational and financial impact from crises.
- Increased alignment between communication and risk management functions.

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - In-depth exploration of PR crisis management frameworks and preventive strategies.
- Case Studies - Analysis of real-world PR crises and successful recovery strategies.
- Workshops - Practical exercises in crisis communication planning and media simulation.
- Peer Exchange - Group discussions on industry challenges and lessons learned.
- Tools - Templates for crisis communication plans, media statements, and stakeholder engagement protocols.

Course Outline

Detailed 3-Day Course Outline Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Understanding and Preparing for PR Crises

- Module 1: Introduction to Crisis Communication (07:30 – 09:30)
- Defining public relations crises and their organizational impact.
- Exploring reputational risk factors and early warning signs.
- Building a proactive crisis communication culture.
- Module 2: Developing a Crisis Prevention Plan (09:30 – 11:15)
- Identifying potential crisis scenarios.
- Establishing crisis communication teams and protocols.
- Crafting preventive communication strategies.

Day 2: Managing Media and Stakeholders in Crisis

- Module 3: Effective Media Relations During Crises (07:30 – 09:30)
- Preparing media statements and holding press briefings.
- Managing tough questions and staying on message.
- Using social media effectively during crises.
- Module 4: Stakeholder Engagement and Internal Communication (09:30 – 11:15)
- Communicating transparently with employees and partners.
- Managing shareholder and investor relations.
- Aligning leadership messaging and tone.

Day 3: Recovery, Learning, and Simulation

- Module 5: Post-Crisis Recovery and Rebuilding Trust (07:30 – 09:30)
- Conducting post-crisis reviews and lessons learned.
- Repairing brand reputation and rebuilding public trust.
- Strengthening long-term stakeholder relationships.
- Module 6: Crisis Simulation and Final Assessment (09:30 – 11:15)
- Participating in a live crisis communication simulation.
- Applying learned strategies under realistic conditions.
- Final review, participant feedback, and certificate award.

Certification

Participants will receive a Certificate of Completion in PR Crisis Prevention and Management, recognizing their ability to prevent, manage, and recover from public relations crises with strategic confidence.

Why Choose MAWA Events

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