

EFFECTIVE CRISIS MANAGEMENT & COMMUNICATION FOR REPUTATION PROTECTION

“Safeguard Your Organization’s Reputation with Proactive Crisis Response Strategies”

Schedule

Date	Venue	Fees (Face-to-Face)
26 - 27 Aug 2026	Manama - Bahrain	USD 1995 per delegate

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

Introduction

This 2-day intensive course equips participants with the skills to manage crises effectively and protect organizational reputation during challenging times. Participants will explore the essential components of crisis management, from risk assessment and contingency planning to communication strategies and media handling.

Through case studies and hands-on exercises, participants will learn how to develop robust crisis response plans, engage stakeholders effectively, and maintain public trust during high-pressure situations.

Objectives

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

- Understand the foundations of crisis management and reputation protection.
- Develop a structured crisis management plan tailored to organizational needs.
- Communicate effectively with stakeholders, media, and the public during crises.
- Identify potential risks and implement mitigation strategies.
- Evaluate post-crisis performance to improve future response capabilities

Why Attend

- Gain practical tools for building resilience and crisis preparedness.
- Enhance your ability to respond confidently and effectively under pressure.
- Strengthen your organization's public image and stakeholder relationships.
- Learn from real-world case studies and industry best practices.
- Equip yourself with communication strategies that protect reputation during crises

Target Audience

This program is designed for:

- Crisis management teams and response coordinators.
- Corporate communication and public relations professionals.
- Senior managers and leaders responsible for organizational resilience.
- Risk, compliance, and legal professionals involved in crisis planning.

Individual Benefits

Key competencies that will be developed include:

- Crisis planning, execution, and recovery skills.
- Enhanced communication and stakeholder engagement abilities.
- Stronger decision-making under pressure.
- Ability to manage reputational risks effectively.
- Increased confidence in leading crisis response efforts.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved organizational preparedness for various crisis scenarios.
- Stronger internal communication and coordination during crises.
- Enhanced stakeholder trust and reputation management.
- Better alignment of crisis response strategies with organizational goals.
- A culture of resilience and continuous improvement.

Instructional Methodology

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

- Strategy Briefings - Deep dive into crisis management frameworks, risk identification, and reputation management.
- Case Studies - Real-world examples of successful and failed crisis responses.
- Workshops - Hands-on exercises to develop crisis management plans and communication strategies.
- Peer Exchange - Group discussions on lessons learned and organizational challenges.
- Tools - Templates for crisis communication plans, stakeholder mapping, and media response.

Certification

Participants will receive a Certificate of Completion in Effective Crisis Management & Communication, validating their expertise in crisis response strategies, communication techniques, and reputation protection best practices.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training

Interested in running this course for your team?

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