MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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ADVANCED CRISIS COMMUNICATIONS & RESPONSE PREPAREDNESS

“Mastering Crisis Communication Strategies for Effective Response and Recovery”

Schedule

Date	Venue	Fees
26 – 27 Aug 2026	Manama, Bahrain	USD 1995 per delegate

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

Introduction

In today\'s volatile environment, organizations must be equipped with the skills to communicate effectively during a crisis. This advanced course offers in-depth training on crisis communications and preparedness strategies. Participants will learn how to develop comprehensive crisis communication plans, deliver clear and effective messaging, and respond swiftly to mitigate risks to reputation, safety, and operations.

By leveraging case studies and real-world scenarios, this program ensures participants are ready to handle high-pressure situations, effectively manage stakeholders, and ensure a coordinated response to any crisis.

Objectives

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

- Develop and implement advanced crisis communication plans tailored to their organization’s needs.
- Understand how to manage communication with internal and external stakeholders during a crisis.
- Recognize and prepare for various types of crises that may require communication intervention.
- Master media handling and press releases during emergencies.
- Effectively use digital platforms and social media in crisis communication.

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Why Attend

- Learn how to effectively communicate with stakeholders during a crisis.
- Develop advanced skills for media relations and handling difficult questions under pressure.
- Understand the importance of transparent and timely communication in crisis management.
- Gain hands-on experience in crisis scenario management and response simulations.
- Strengthen organizational resilience by improving your crisis preparedness and communication strategies.

Target Audience

This program is designed for:

- Crisis communication professionals and public relations managers.
- Heads of communication, media relations, and corporate affairs.
- Emergency response coordinators and risk management professionals.
- Senior executives and decision-makers responsible for crisis management and organizational resilience.
- Individuals involved in corporate reputation management and recovery strategies.

Individual Benefits

Key competencies that will be developed include:

- Mastery of strategic crisis communication principles.
- Skills in developing and delivering crisis messaging with clarity and impact.
- Proficiency in managing high-stakes media interactions during a crisis.
- Enhanced ability to prepare and implement a comprehensive crisis response plan.
- Improved decision-making during real-time crisis events and pressure situations.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased capability to respond effectively and promptly to crises.
- Enhanced communication flow within the organization during emergencies.
- A clear, actionable crisis communication plan that aligns with organizational goals.
- Better stakeholder management and reputational risk mitigation during crises.
- Stronger organizational resilience and crisis management strategies.

Instructional Methodology

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

- Strategic Briefings – Deep dive into advanced crisis communication principles and strategies.
- Case Studies – Real-world examples of successful and unsuccessful crisis communication efforts.
- Workshops – Hands-on exercises to develop crisis communication plans and crisis management frameworks.
- Role-Playing and Simulations – Live simulations of crisis scenarios to practice real-time response strategies.
- Tools – Templates for crisis communication plans, media response templates, and stakeholder management frameworks.

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Course Outline

Detailed 2-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: Foundations of Advanced Crisis Communication

- Module 1: Crisis Communication Planning (07:30 – 09:30)
- Importance of a crisis communication plan.
- Key components of an effective crisis communication strategy.
- How to align crisis communication with organizational goals and values.
- Module 2: Managing Stakeholders and Media Relations (09:45 – 11:15)
- Identifying and managing internal and external stakeholders during a crisis.
- Best practices for dealing with the media, including interviews and press releases.
- Case study: Successful media management during a crisis.
- Module 3: Crisis Response Frameworks (01:00 – 03:30)
- Developing a structured crisis response framework.
- The role of leadership in crisis communication.
- Workshop: Creating a crisis communication response plan for a potential crisis scenario.

Day 2: Crisis Simulation and Advanced Communication Techniques

- Module 1: Crisis Messaging and Public Speaking (07:30 – 09:30)
- Developing key messages for internal and external audiences.
- Public speaking tips for high-pressure crisis communication.
- Role-play: Delivering crisis messages to the media and stakeholders.
- Module 2: Social Media and Digital Crisis Management (09:45 – 11:15)
- Using social media to communicate during a crisis.
- Handling digital misinformation and online reputation management.
- Case study: Social media crises and the lessons learned.
- Module 3: Crisis Communication in Action (01:00 – 03:30)
- Crisis communication scenario simulation and response.
- Feedback and debriefing on crisis communication performance.
- Final group exercise: Reviewing and improving crisis communication plans.

Certification

Participants will receive a Certificate of Completion in Advanced Crisis Communications & Response Preparedness, validating their expertise in handling crisis communications, media management, and organizational response strategies during emergencies.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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