

## EXECUTE BRAND LEVEL CRISIS MANAGEMENT

*“Protect, Preserve, and Position Your Brand in Times of Crisis”*

### Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

### Introduction

Brand equity can be destroyed in minutes during a crisis if not handled with precision. This course equips executives and brand leaders with the strategies, tools, and crisis response protocols necessary to navigate brand-threatening events with confidence. From pre-crisis planning and media training to real-time decision-making and post-crisis reputation recovery, participants will explore the full spectrum of brand crisis leadership.

### Objectives

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

- Recognize early warning signals of brand risk
- Develop brand-specific crisis response frameworks
- Communicate with clarity, confidence, and control during a crisis
- Handle media pressure, misinformation, and online outrage
- Rebuild brand trust and equity after a reputational hit

## Why Attend

- Crises are inevitable — brand destruction is not. Learn to protect your reputation.
- Gain practical tools to lead with authority during high-pressure events
- Learn crisis communication protocols that prevent brand erosion
- Prepare to make strategic decisions fast with limited information
- Practice real-time crisis simulations tailored to brand scenarios

## Target Audience

- Brand Managers and Marketing Executives
- Corporate Communications Professionals
- C-suite Executives (CEO, CMO, COO)
- Crisis Response and PR Teams
- Corporate Affairs and Legal Advisors

## Individual Benefits

- Confidence in managing media, social sentiment, and public scrutiny
- Enhanced leadership presence during brand turbulence
- Improved decision-making under pressure
- Real-world skills in crisis communication and scenario planning

## Organizational Benefits

- Preservation of brand equity in times of crisis
- Faster, more coordinated brand crisis response
- Reduced reputational and financial fallout
- A crisis-ready brand culture across functions

## Instructional Methodology

- Crisis simulations and media drills
- Interactive case studies of brand failures and recoveries
- Scenario planning workshops
- Group problem-solving & war room exercises
- Pre- and post-assessment of crisis readiness

## Course Outline

DETAILED 5-DAY COURSE OUTLINE (Customizable) Training Hours: 07:30 AM – 03:30 PM Daily Format: 3–4 Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

### Day 1: Understanding Brand Risk in a Crisis Context

- Module 1 (07:30 – 09:30): Brand Vulnerabilities & Crisis Types
- Module 2 (09:45 – 11:15): Risk Mapping & Brand Risk Audit
- Module 3 (11:30 – 01:00): Case Studies of Brand Collapses & Comebacks

### Day 2: Brand Crisis Strategy & Team Readiness

- Module 4 (07:30 – 09:30): Building a Brand Crisis Playbook
- Module 5 (09:45 – 11:15): Roles of the Crisis Leadership Team
- Module 6 (11:30 – 01:00): Crisis Communications Planning and Templates

### Day 3: Executing Communication During a Brand Crisis

- Module 7 (07:30 – 09:30): Media and Public Response Tactics
- Module 8 (09:45 – 11:15): Managing Misinformation and Social Backlash
- Module 9 (11:30 – 01:00): Live Simulation: Press Briefing and Crisis Interviews

### Day 4: Operational Response and Brand Containment

- Module 10 (07:30 – 09:30): Coordinating Business Functions During Brand Crises
- Module 11 (09:45 – 11:15): Legal, Ethical & Reputational Risk Alignment
- Module 12 (11:30 – 01:00): Stakeholder Management and Customer Retention

### Day 5: Recovery, Rebuilding & Lessons Learned

- Module 13 (07:30 – 09:30): Post-Crisis Recovery Planning
- Module 14 (09:45 – 11:15): Brand Trust Rebuilding and Long-Term Reputation Work
- Module 15 (11:30 – 01:00): Final Brand Crisis Simulation & Executive Action Plan

## Certification

Certificate of Completion Brand Crisis Playbook Template Crisis Readiness Scorecard and Action Plan

## 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.

### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

**+601116373203**

EMAIL:

**info@mawaevents.net**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.