

CRISIS COMMUNICATION SKILLS

“Communicate with Confidence, Clarity, and Control When It Matters Most.”

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

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

Introduction

In today’s fast-moving world, organizations are vulnerable to crises that can damage reputation, customer trust, and internal morale if not managed effectively. Whether it’s a product failure, data breach, public relations issue, or internal conflict, how leaders communicate during a crisis determines how quickly and successfully the organization recovers.

The Crisis Communication Skills course equips participants with the tools, techniques, and strategies needed to manage communication under pressure. It focuses on proactive planning, media handling, message crafting, and maintaining credibility during challenging times. Participants will learn how to communicate with empathy, transparency, and authority to protect and rebuild the organization’s reputation.

Objectives

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

- Understand the fundamentals of crisis communication and reputation management.
- Identify potential crisis triggers and prepare effective communication plans.
- Communicate clearly and calmly with internal and external stakeholders.
- Handle media inquiries and press conferences confidently.
- Manage misinformation and negative publicity on traditional and social media.
- Deliver key messages under pressure while maintaining brand integrity.
- Coordinate with management and communication teams during emergencies.
- Turn crises into opportunities for demonstrating leadership and transparency.

Why Attend

This course provides practical frameworks and real-world insights for managing communications in high-stakes situations. It helps professionals maintain composure and credibility while leading the narrative during a crisis. Attending this program ensures you're prepared to protect your organization's image, reassure stakeholders, and sustain trust when challenges arise.

Target Audience

This course is ideal for professionals involved in corporate communication and leadership roles, including:

- Public Relations and Corporate Affairs Managers
- Communication and Media Officers
- Executives, Directors, and Senior Managers
- Marketing and Brand Managers
- Spokespersons and Media Representatives
- Crisis Response and Risk Management Teams
- HR and Internal Communication Professionals

Individual Benefits

- Develop the confidence to communicate effectively in a crisis.
- Strengthen decision-making under pressure.
- Learn how to craft and deliver key messages that build trust.
- Improve relationships with media and stakeholders.
- Gain a strategic approach to managing misinformation and rumors.
- Enhance your personal and professional credibility as a communicator.

Organizational Benefits

- Protect and enhance corporate reputation during crises.
- Improve coordination between departments during emergencies.
- Build an internal culture of transparency and accountability.
- Strengthen public and media relations.
- Reduce reputational and financial risks associated with communication failures.
- Ensure consistent, accurate, and credible messaging from leadership.

Instructional Methodology

This course combines strategic learning with hands-on practice through:

- Interactive lectures and facilitated discussions
- Case studies from global and regional crisis situations
- Role-playing and simulation exercises
- Media interview and press briefing practice
- Group workshops on crisis message development
- Real-time feedback and coaching sessions
- Scenario-based crisis communication drills

Course Outline

- Module 1: Understanding Crisis Communication – Principles and Impact
- Module 2: Types of Crises and the Role of Communication
- Module 3: Developing a Crisis Communication Plan and Response Strategy
- Module 4: Crafting Key Messages and Talking Points Under Pressure
- Module 5: Media Relations and Handling Difficult Questions
- Module 6: Managing Social Media During a Crisis
- Module 7: Internal Communication and Staff Engagement in Emergencies
- Module 8: Reputation Recovery and Post-Crisis Evaluation
- Module 9: Real-World Case Studies and Best Practices
- Module 10: Crisis Simulation and Practical Media Training

Certification

Upon successful completion, participants will receive a Certificate in Crisis Communication Skills, signifying their ability to manage communication effectively, maintain organizational credibility, and lead with confidence during high-pressure situations.

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.

<p>In-House / Customized Training</p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p>+601116373203</p>	<p>EMAIL:</p> <p>info@mawaevents.net</p>
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