



COMMUNICATION in Crisis

Course Introduction:

This course focuses on crisis communication emphasizing practical application of theories, strategies, and tactics from a public relations perspective. Your organization may manage a crisis well but if you fail to communicate effectively with your stakeholders, you still risk tarnishing its reputation. Your biggest challenge in a crisis is reacting with the right response quickly.

Course Objectives:

This workshop helps you develop the skills and confidence to deal with major incidents. It explores the nature of crises and shows how to develop workable crisis response strategies at individual and organizational level.

Participation in the workshop will provide you with the knowledge to:

- Offer a persuasive argument as to the importance of communications in dealing with issues or incidents and create a workable incident communications plan
- Understand how and why the media react to incidents
- How to identify key stakeholders and create appropriate messages
- Recognize the variety of communication media available to you and how to use them effectively
- Build strategies to protect corporate reputation under testing circumstances
- Gain skills and confidence for yourself and in briefing colleagues in how to manage communication at the time of a major incident.

Who Should Attend?

Anyone who has the responsibility for managing the public reputation of an organization or who might be expected to deal with communications at the time of a major incident will benefit from this session. Those who will find themselves briefing spokespeople or advising on strategy will learn a great deal from the training.

Course Outline:

- Definition and characteristics of a crisis
- Identifying potential crises
- Preparing a crisis communication plan
- Setting up an information centre
- Preparing a list of media contacts
- Identifying resource persons
- Preparing an audiences (internal and external) checklist
- Allocating staff duties during a crisis
- Understanding news

- Understanding the media
- Dealing with the media during a crisis
- Understanding the crisis communication process
- Qualities of a good spokesperson
- Useful responses for spokespersons
- Dealing with tricky questions
- Determining the single most important message
- Preparing “drawer” statements and news releases
- Conducting simulations
- Critical success factors for crisis communication
- “Laws” of organizational communication

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work

Course Fees:

To be advice as per course location. This rate includes participant’s manual, Hands-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

