ICTD
المركز العالمي للتدريب والتطوير
International Centre For Training & Development

# PUBLIC RELATION,
# Media and Crisis Management

# Course Introduction:

This course provides participants with the opportunity to identify how a crisis can impact an organization and what should be done to mitigate its effects. The course focuses on how to prepare the communication function to respond rapidly and effectively in the event of a crisis in order to be able to manage perceptions in media and online.

By attending this course, you will learn best practices in crisis communication management, situation analysis, risk assessment, crisis team formation and responsibilities, protocols, and resources to be used such as crisis manuals and communication tools.

# Course Objectives:

- Comprehensive study of public relations including identifying and reaching internal and external publics; dealing with print and electronic media; advertising, printing, direct mail; and preparing a public relations plan and budget.
- Also involves the writing of news releases, public service announcements, and advertising copy. Occasional offering.
- Gain an understanding of Strategic Crisis Management as it relates to yourself, your teams and your organization
- Learn to think strategically in a crisis - look at the 'big picture'
- Learn how to enhance strategic leadership in your crisis response teams, your organizational systems and your processes

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# Who Should Attend?

Security professionals, business continuity planners, Public Relations Managers, compliance personnel, risk managers, Administrators and others.

# Course Outline:

**Foundations of Public Relations**

- Models of public relations
- Public relations research
- Public relations process

**Public Relations and Communication**

- Internal communication
- External communication
- Cross-cultural and international communication

**Developing Public Relations Programs and Campaigns**

- Determining PR needs and objectives
- Planning PR programs and campaigns
- Developing a budget
- Evaluating PR programs and campaigns
- Developing PR in various settings (e.g., corporate, academic, government, non-profit, trade association, union)

**Public Relations and Media**

- Understanding media needs
- Preparing news releases and publicity messages
- Using radio, television, and electronic technologies
- Planning press conferences and other special media events

**Public Relations and Legal/Ethical Issues**

- First Amendment rights and PR
- Contracts and legal responsibilities
- Libel and slander
- Ethical decision making

**Introduction to Crisis Management**

- Incident Management
- Crisis Leadership and Team Building
- Senior Management Crisis Training
- Introduction to the Media and Crisis Communications
- Media Interview Training

**Crisis Management**

- Crisis Management Centers - design and operation
- Information Management
- Exercise Excellence - design, delivery, review
- Preparing for Pandemic Influenza in the Workplace
- Supporting People after Traumatic Incidents

**Public Relations and Crisis Management**

- Developing PR crisis plans
- Crisis PR communications
- Anticipating PR crisis situations

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# Course Certificate:

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

# 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 Questionaires
- Group Work
- Discussion
- Presentation

# Course Fees:

**To be advised as per the course location.** This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

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# Course Timings:

**Daily Course Timings:**

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|---|---|
| 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 |