

€ TRAINING

Crisis Communication Skills





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Introduction:

This training program offers comprehensive instruction on effectively managing communication during crises and emergencies. Through theoretical learning and practical exercises, this program equips individuals with the skills needed to navigate challenging situations and protect organizational reputation.

Program Objectives:

At the end of this program, participants will be able to:

- Determine the various crises and their characteristics.
- List the different crisis communication tenets.
- Create crisis management procedures to reduce the likelihood of problems in their businesses.
- Show the advantages of using the media during a crisis.
- Assess and order the components of crisis communication management.
- Interpret and analyze the outcomes of crisis communication management.

Targeted Audience:

- Team leaders.
- Supervisors.
- Managers of public relations departments.
- Staff members who might be involved in handling communication-related problems during a crisis.

Program Outline:

Unit 1:

Understanding Crisis Communication:

- Overview of Crisis Communication and its Importance.
- Types of Crises and their Impact on Organizations.
- Principles of Effective Crisis Communication.

- Role of Communication in Crisis Management.
- Case Studies of Successful and Unsuccessful Crisis Communication.

Unit 2:

Developing Crisis Communication Plans:

- Planning and Preparedness for Crisis Communication.
- Establishing Crisis Communication Teams and Protocols.
- Identifying Key Stakeholders and Audience Segmentation.
- Creating Messaging Frameworks and Templates.
- Conducting Crisis Communication Drills and Simulations.

Unit 3:

Crisis Messaging and Delivery:

- Crafting Clear and Consistent Crisis Messages.
- Tailoring Messages for Different Stakeholders and Channels.
- Strategies for Timely and Transparent Communication.
- Choosing the Right Communication Channels and Platforms.
- Managing Social Media and Online Communication during Crises.

Unit 4:

Managing Media Relations in Crisis Situations:

- Understanding the Role of Media in Crisis Communication.
- Building Relationships with Media Outlets and Journalists.
- Conducting Effective Press Conferences and Interviews.
- Responding to Media Inquiries and Requests for Information.
- Monitoring and Managing Media Coverage and Public Perception.

Unit 5:

Post-Crisis Communication and Recovery:

- Assessing the Effectiveness of Crisis Communication Strategies.
- Conducting Post-Mortems and Lessons Learned Reviews.
- Rebuilding Trust and Reputation through Transparent Communication.
- Developing Long-Term Communication Strategies for Reputation Repair.
- Continuously Improving Crisis Communication Plans based on Feedback and Insights.