

# € TRAINING

Conference on Media Management in Crisis  
Communications

29 September -  
3 October 2024  
Online





# Conference on Media Management in Crisis Communications

REF: C559 DATE: 29 September - 3 October 2024 Venue: Online - Fee: 2250 Euro

## Introduction:

This conference delves into the key strategies for managing media effectively during crises, emphasizing communication techniques that help maintain organizational credibility and control the narrative. Participants will learn how to develop crisis communication plans, engage with the media, and address public concerns efficiently during times of uncertainty.

## Conference Objectives:

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

- Develop strategic crisis communication plans tailored to different scenarios.
- Manage media relations during crises to maintain transparency and trust.
- Craft clear and effective messaging that aligns with organizational values.
- Understand how to handle misinformation and social media challenges during crises.
- Evaluate and improve post-crisis communication efforts to restore brand reputation.

## Target Audience:

- Communication Directors and Managers.
- Public Relations Professionals.
- Media Spokespersons.
- Crisis Management Teams.
- Corporate Executives involved in crisis communications.

## Program Outline:

### Unit 1:

#### Crisis Communication Planning and Preparation:

- Identifying potential crisis scenarios and preparing communication plans.
- Developing key messages and maintaining consistency across platforms.

- Building a crisis communication team and assigning roles.
- Establishing protocols for internal and external communication.
- Monitoring and early detection of crisis signals through media and public sentiment.

## Unit 2:

### Managing Media Relations During a Crisis:

- Techniques for engaging with journalists and media outlets in a crisis setting.
- Advices dor conducting press conferences and media briefings effectively.
- Techniques for handling difficult questions and avoiding speculation.
- Managing relationships with key media stakeholders to maintain credibility.
- Providing timely updates to avoid misinformation and speculation.

## Unit 3:

### Social Media Management in Crisis Communications:

- Utilizing social media platforms for real-time communication during crises.
- Monitoring public sentiment and addressing misinformation.
- Engaging with the audience through transparent and responsible messaging.
- Responding quickly to social media crises while maintaining professionalism.
- Case studies on effective social media management during crises.

## Unit 4:

### Messaging Strategies and Stakeholder Engagement:

- Crafting clear and concise messaging that aligns with organizational values.
- Addressing concerns of different stakeholders employees, customers, media, etc..
- Handling emotionally charged situations with empathy and transparency.
- Communicating with governmental and regulatory bodies during crises.
- Avoiding common pitfalls in crisis messaging.

## Unit 5:

### Post-Crisis Communication and Reputation Management:

- Evaluating the effectiveness of crisis communication efforts post-crisis.
- Restoring brand image and public trust through strategic media engagements.
- Addressing long-term consequences and communicating recovery plans.
- Lessons learned and improving crisis communication strategies for the future.
- Successful post-crisis media management.