Introduction:

What do the **2010 British Petroleum spill**, the **disappearance of Malaysia Airlines Flight MH370**, and the **financial crisis of 2008** have in common? These crises not only shook the world but also posed extraordinary Public Relations (PR) challenges for the organizations involved.

This **Crisis Communication and Media Management Course** is designed to equip participants with the skills and knowledge to effectively manage communication during a crisis. From understanding the potential impact on an organization to mitigating its effects, this course emphasizes practical strategies to ensure rapid and effective responses in managing perceptions both in the media and online.

Participants will explore best practices in crisis communication, including situation analysis, risk assessment, crisis team formation, and the use of communication tools and protocols. The course also includes a **hands-on seminar**, providing practical experience to reinforce key learnings and prepare participants for real-world crisis scenarios.

By the end of the course, attendees will be well-prepared to navigate complex crises and earn a **Crisis Communications Certificate**, demonstrating their proficiency in this critical aspect of public relations.

Target Audience

This course is ideal for professionals responsible for managing communication and media during crises, including:

- **Managers, Supervisors, and Team Leaders** in Public Relations.
- Staff members involved in crisis communication management.

Course Objectives

Upon completion of this course, participants will be able to:

- Identify and differentiate between various types of crises and their characteristics.
- Recognize and prioritize issues that impact corporate reputation during and after crises.
- Understand and apply key principles of crisis communication.
- Develop and implement crisis management processes to mitigate potential crises.
- Leverage the media effectively during crisis situations.
- Evaluate the dimensions of crisis communication and analyze results.

Key Competencies Developed

Participants will enhance their expertise in:

- Organizational risk evaluation and vulnerability assessment.
- Verbal and non-verbal communication.
- Audience influence and motivation.
- Project organization and leadership.
- Crisis management and response planning.
- Media relations and management.

Course Content

Unit 1: Introduction to Crisis Communication

- Defining crises and their characteristics.
- Understanding the role of communication in crises.
- Overview of various crisis types and their key aspects.
- The lifecycle and evolution of a crisis.

Unit 2: Principles of Crisis Communication

- Setting clear objectives for crisis communication.
- Responding swiftly and effectively.
- Accepting responsibility and crafting appropriate messages.
- Audience profiling and credibility management.
- Coordinating with stakeholders and maintaining transparency.
- Continuous monitoring and adaptation.

Unit 3: Crisis Management Process

- The pre-crisis phase: risk assessment and preparation.
- Developing a **Crisis Management Plan (CMP)**.
- Establishing and training a **Crisis Management Team (CMT)**.
- The role of the spokesperson during crises.
- Crisis event phase: initial response and reputation repair.
- The post-crisis phase: lessons learned and follow-up communication.

Unit 4: Crisis Communication and Media Relations

- Partnering with the media during crises.
- The role of social media in crisis communication.
- Challenges and benefits of social media in crisis scenarios.
- Dynamic strategies for leveraging social media effectively.

Unit 5: Dimensions of Crisis Communication Management

- Decision-making and standard operating procedures.
- Victim management strategies.
- Building and maintaining trust and credibility.
- Managing behaviors and expectations during crises.

- Professional and ethical considerations.
- Reflecting on lessons learned to improve future responses.

Unit 6: Measuring Crisis Communication Results

- Evaluating outputs: what was done?
- Measuring impact: what changed?
- Measuring outcomes: what was achieved?