



SS110: Crisis Communication Management

Training Description:

What do the 2010 British Petroleum spill, the disappearance of Malaysia Airlines flight MH 370, and the financial crisis of 2008 have in common? They were all unexpected crises that rocked the world and created seemingly insurmountable PR challenges for the organizations involved. 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 the 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.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Identify the different types of crises and their aspects
- ✓ List the various principles of crisis communication
- ✓ Devise crisis management processes aimed at mitigating potential crises in their organizations
- ✓ Demonstrate the benefits of using the media in a crisis situation
- ✓ Evaluate and prioritize the dimensions involved in crisis communication management
- ✓ Analyze and interpret results achieved through crisis communication management

Training Designed for:

This course is targeted at team leaders, supervisors and managers of public relations sections as well as any staff member who may be involved in managing communication issues during a crisis.

Target Competencies

- Public speaking
- Verbal and non-verbal communication
- Influencing audiences
- Building rapport
- Motivating subordinates
- Organizing and leading projects

Training Requirement:

“Hand’s on practical sessions, equipment and software will be applied during the course if required and as per the client’s request.”

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client’s learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- ❖ PRE-TEST
- ❖ Introduction
 - Definition of a crisis
 - Overview of communication



- Various types of crises
- Key aspects of a crisis
- Evolution of a crisis

DAY TWO:

❖ Principles of crisis communications

- Setting your clear objective
- Responding quickly
- Accepting responsibility
- Appropriate messaging
- Profiling your audience
- Showing and maintaining credibility
- Coordinating with others
- Continuous monitoring

DAY THREE:

❖ Crisis management process

- Pre-crisis phase
 - Crisis Management Plan (CMP)
 - Crisis Management Team (CMT)
 - The spokesperson's role
- Crisis event phase
 - Initial response
 - Reputation repair
- Post crisis phase
 - Lessons learned
 - Follow up with communication

❖ Crisis communication and media

- Media and communication
- Media as a partner in crisis response
- Social media and crisis communication
- Social media as a beneficial tool or a challenge
- Dynamic use of social media in crisis communication

DAY FOUR:

❖ Dimensions of crisis communication management

- Standard operating decisions dimension
- Victims management dimension
- Trust and credibility dimension
- Behavior dimension
- Professional expectations dimension
- Ethical dimension
- Lessons learned

DAY FIVE:

❖ How to measure your results in a crisis

- Measuring outputs
- Measuring impact
- Measuring outcomes
- Steps for a measurement program
 - Defining your objectives
 - Defining your audience
 - Defining your criteria and benchmarks
 - Deciding upon your timing, budget and measurements tools
 - Analyzing results for conclusions and recommendations

❖ **Course Conclusion**

❖ **POST-TEST and EVALUATION**

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

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

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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