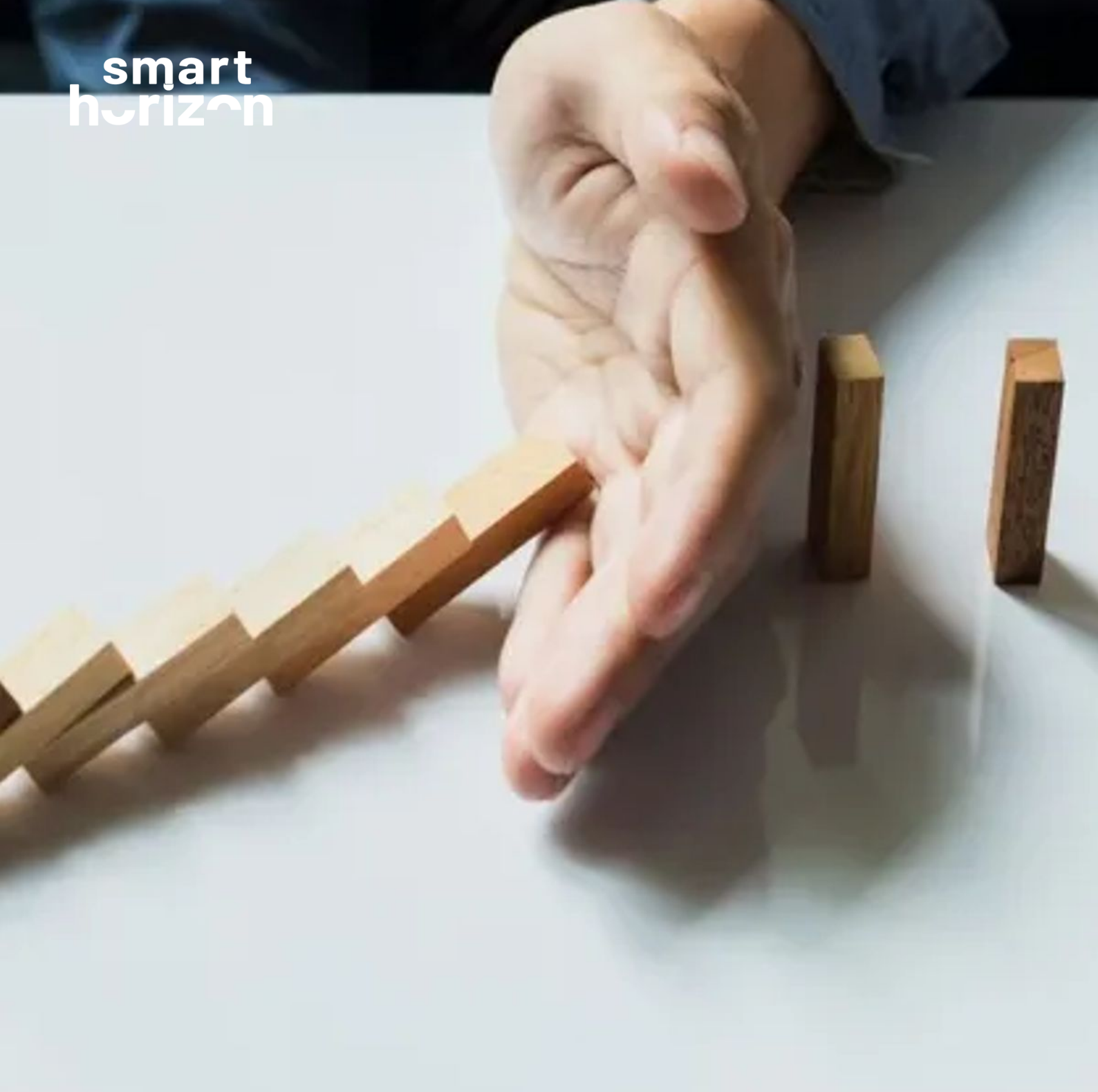


BUSINESS CONTINUITY AND CRISIS MANAGEMENT | COURSE BROCHURE

Certified Crisis Management Professional (CCMP)

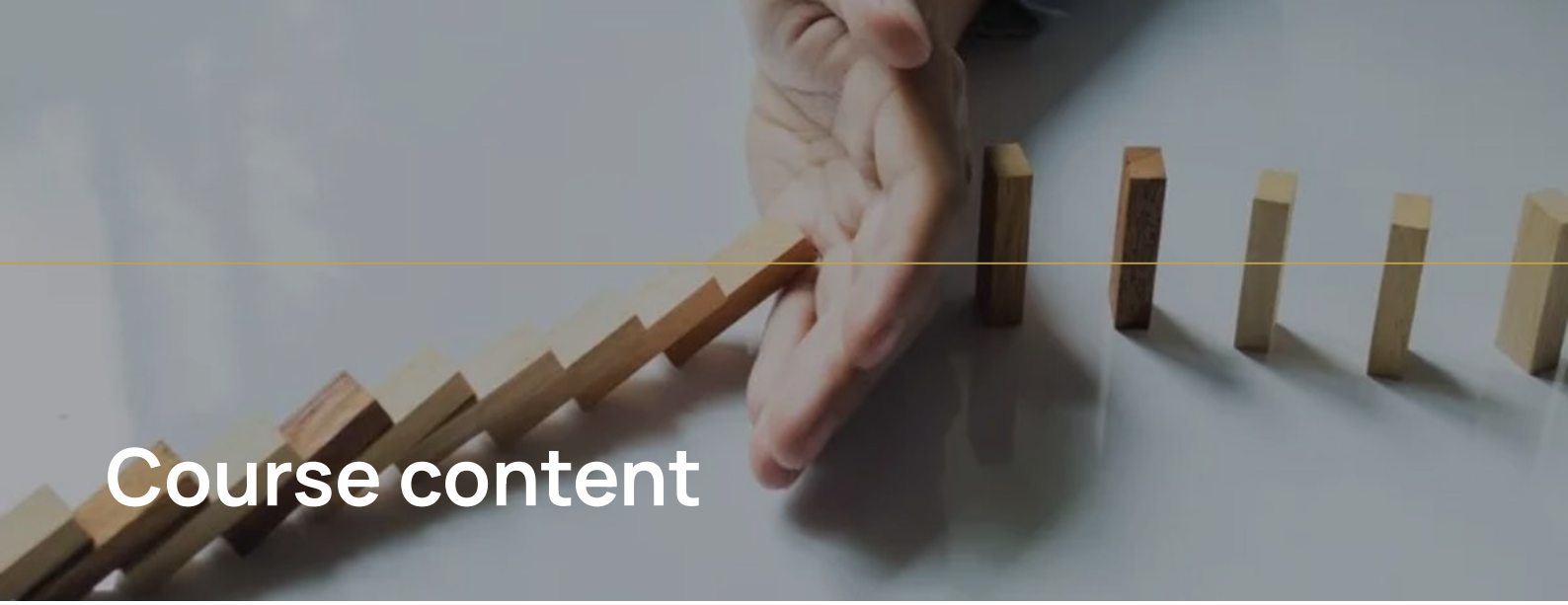
5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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https://smart-horizon.eu



Course content

Why attend

This course equips professionals with the skills to manage crises effectively within organisations. Participants will learn to assess risks, develop response strategies, and implement recovery plans, ensuring organisational resilience and stakeholder confidence during emergencies, ultimately enhancing their crisis management capabilities.

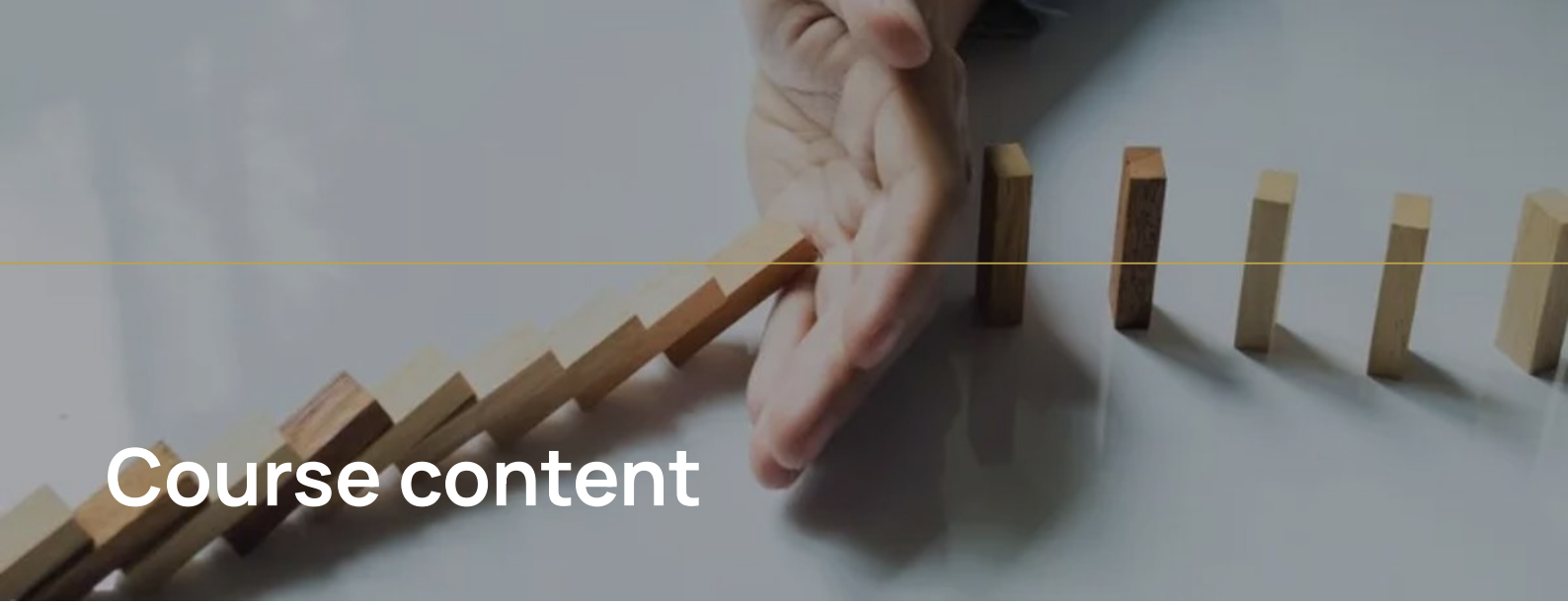
Crisis situations can arise unexpectedly, impacting operations, reputation, and stakeholder trust. Professionals must be equipped to identify potential crises, assess their implications, and respond effectively to mitigate risks. This course addresses the critical need for structured crisis management skills in a volatile environment, enabling participants to develop proactive strategies that safeguard their organisations. By mastering crisis management principles, attendees will enhance their ability to lead teams, communicate effectively during emergencies, and implement recovery plans that restore normalcy. The skills gained will empower them to navigate complex situations with confidence and competence, ultimately ensuring business continuity and stakeholder assurance.
Engaging in practical exercises that simulate real-world crisis scenarios enhances participants' ability to make informed decisions under pressure. By developing comprehensive crisis management plans and response strategies, attendees will be better prepared to lead their organisations through emergencies, ensuring continuity and recovery. The course will also focus on stakeholder communication, enabling participants to craft messages that resonate and reassure during crises. This hands-on approach ensures that participants leave with actionable skills, ready to implement their learning in their respective roles. Ultimately, this training will foster a culture of preparedness, resilience, and effective crisis response within their organisations.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of case studies, simulations, and interactive workshops to build practical crisis management skills. Participants will analyse real-life scenarios to identify best practices and develop tailored response strategies. Each session culminates in a hands-on activity where participants create actionable crisis management plans, providing tangible evidence of their learning and capability. The use of role-playing and group discussions will enhance collaborative problem-solving skills, while feedback sessions will facilitate continuous improvement. Participants will engage in peer reviews, allowing them to refine their strategies based on diverse perspectives, ensuring a comprehensive understanding of crisis management principles and their application in real-world contexts.



Course content

Course objectives

By the end of this course, participants will be able to:
• Assess potential crisis scenarios and their impact on organisational operations to inform planning.
• Design a comprehensive crisis management plan tailored to specific organisational needs and risks.
• Evaluate communication strategies for effective stakeholder engagement during crises and emergencies.
• Prioritise response actions based on risk assessment and organisational capacity to ensure timely action.
• Construct recovery plans that ensure business continuity post-crisis, addressing operational impacts.
• Justify the selection of crisis management tools and frameworks for specific scenarios and organisational contexts.
• Analyse the effectiveness of crisis management drills and simulations to improve future responses.
• Develop a post-crisis evaluation report that incorporates lessons learned and recommendations for improvement.

Target audience

This course is suitable for:
• Crisis Management Professionals responsible for organisational resilience and response.
• Risk Managers focused on identifying and mitigating potential crises within their organisations.
• Public Relations Specialists tasked with managing communication during emergencies and crises.
• Operations Managers who need to ensure business continuity in crises and disruptions.

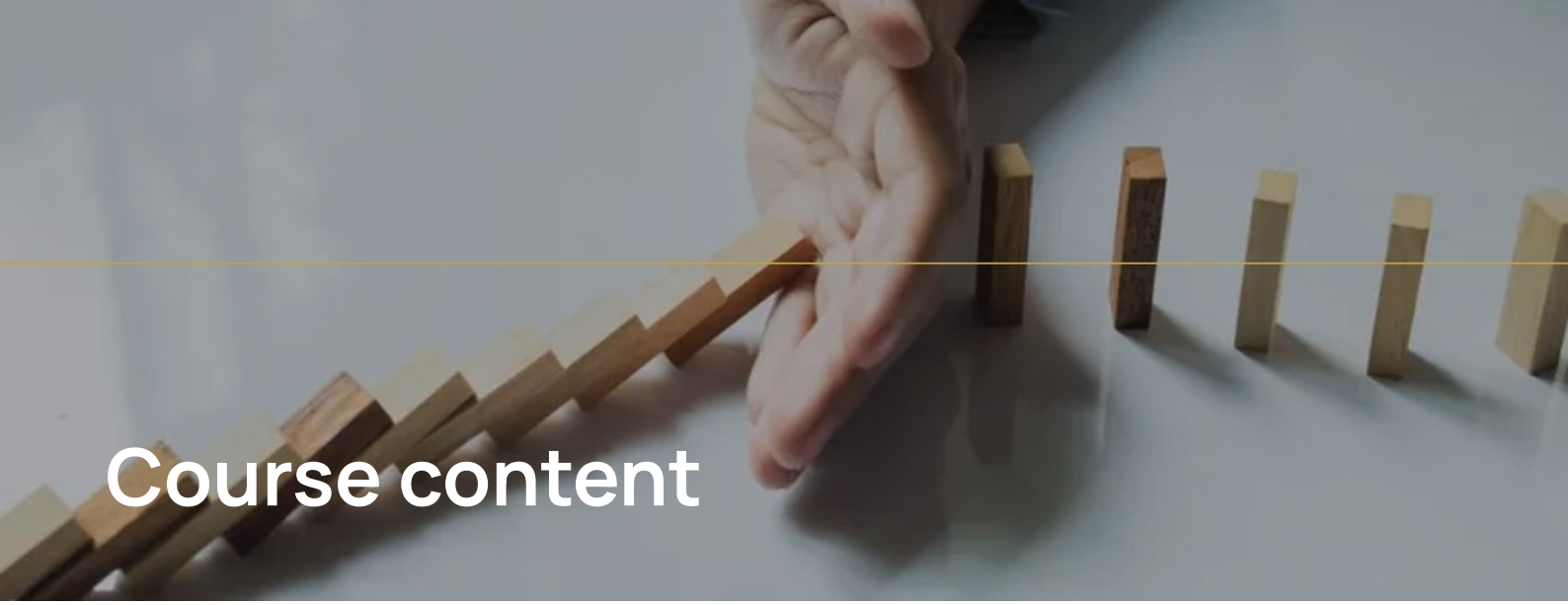
Target competencies

Participants will develop competencies in:
• Crisis risk assessment and analysis skills to identify vulnerabilities.
• Crisis communication strategy development for effective stakeholder engagement.
• Crisis response planning and execution capabilities to manage emergencies.
• Stakeholder engagement and management during crises to maintain trust.
• Post-crisis recovery and continuity planning expertise to restore operations.
• Application of crisis management frameworks and tools to enhance preparedness.

Course outline

Day 1: Understanding Crisis Management Fundamentals

Applied activity: Participants will analyse a case study of a recent crisis, identifying key factors that contributed to its escalation and response effectiveness. They will discuss lessons learned and best practices that could be applied in their organisations, focusing on leadership roles and communication strategies.
Output: A report summarising the case study analysis and proposed best practices for crisis management.



Course content

09:00–09:54	Define crisis management and its importance in organisational contexts.
09:54–10:48	Identify different types of crises and their characteristics and implications.
10:48–11:00	Explore the crisis management lifecycle: prevention, preparedness, response, recovery.
11:00–11:30	**Coffee break**
11:30–12:12	Explore the crisis management lifecycle: prevention, preparedness, response, recovery. (continued)
12:12–13:06	Discuss the role of leadership in crisis management and decision-making.
13:06–14:00	Examine the legal and ethical considerations involved in crisis situations.

Day 2: Risk Assessment and Crisis Identification

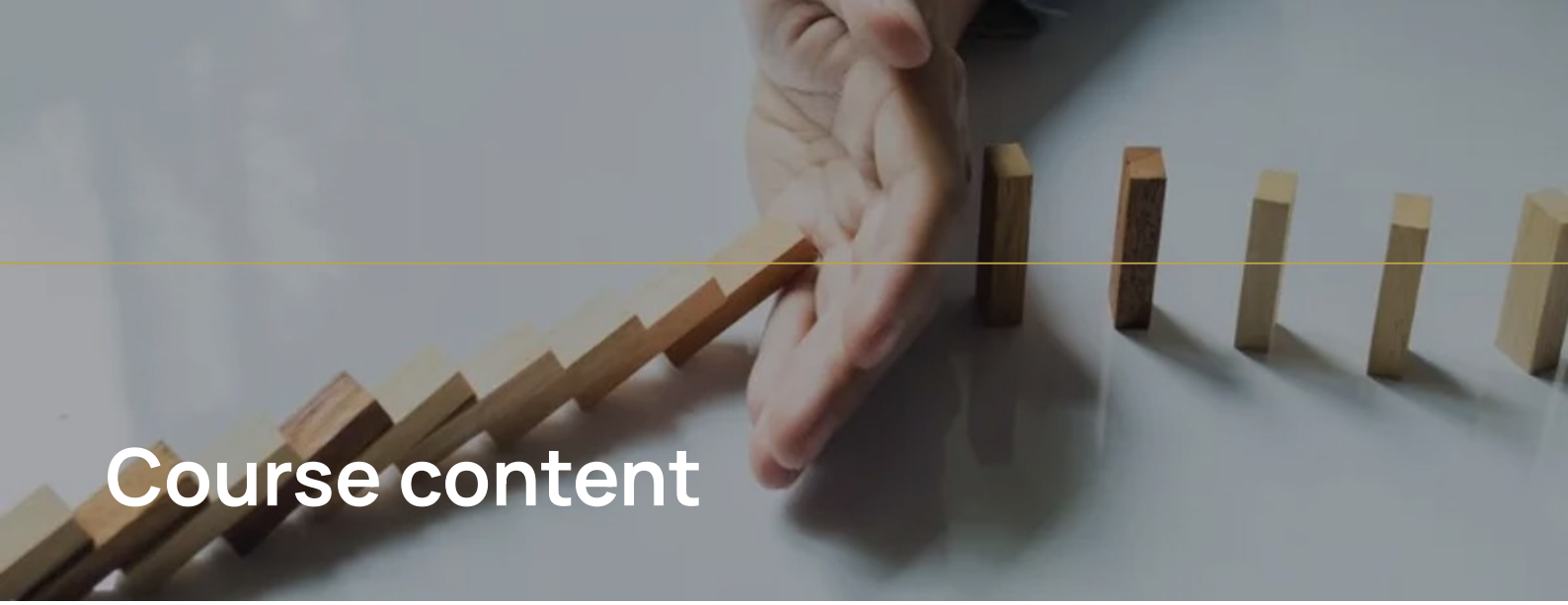
Applied activity: Participants will work in groups to conduct a risk assessment for a fictional organisation, identifying potential crises and prioritising them based on their analysis. They will present their findings to the class, focusing on the most critical threats and their potential impacts on operations.
Output: A prioritised list of potential crises with supporting risk assessment documentation and rationale.

09:00–09:54	Conduct a thorough risk assessment to identify potential crises and their impacts.
09:54–10:48	Utilise SWOT analysis to evaluate organisational vulnerabilities and strengths.
10:48–11:00	Develop crisis scenarios based on risk assessment findings and prioritise them.
11:00–11:30	**Coffee break**
11:30–12:12	Develop crisis scenarios based on risk assessment findings and prioritise them. (continued)
12:12–13:06	Create a crisis identification checklist for ongoing monitoring and evaluation.
13:06–14:00	Discuss methods for continuously updating risk assessments and crisis scenarios.

Day 3: Developing Crisis Response Strategies

Applied activity: Participants will develop a crisis response strategy for a selected crisis scenario, detailing team roles, communication plans, and decision-making protocols. They will present their strategies to peers for feedback and refinement, ensuring alignment with best practices in crisis management.
Output: A comprehensive crisis response strategy document outlining roles, plans, and protocols.

09:00–09:54	Establish crisis response teams and define roles and responsibilities clearly.
09:54–10:48	Create effective communication plans for internal and external stakeholders during crises.
10:48–11:00	Develop decision-making protocols for crisis situations to ensure swift action.



Course content

11:00–11:30	**Coffee break**
11:30–12:12	Develop decision-making protocols for crisis situations to ensure swift action. (continued)
12:12–13:06	Explore crisis management tools and technologies that enhance response capabilities.
13:06–14:00	Simulate crisis response scenarios to test strategies and team effectiveness.

Day 4: Implementing Crisis Management Plans

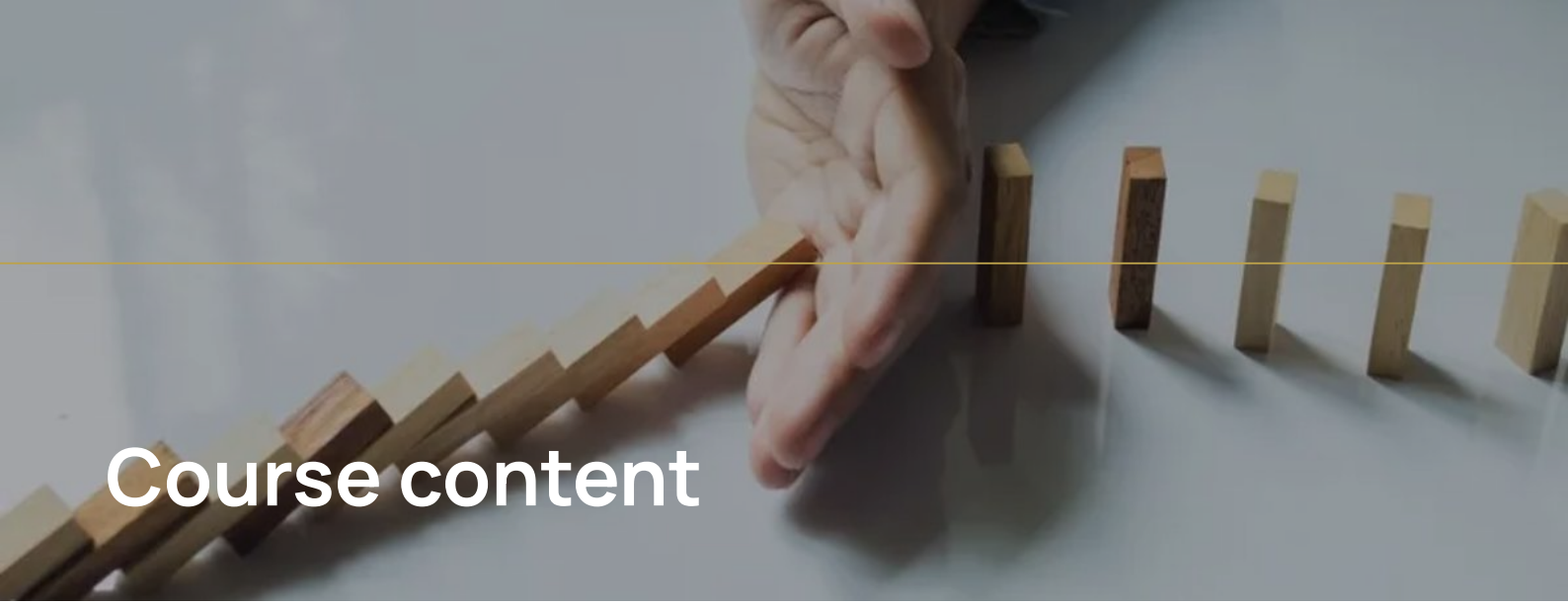
Applied activity: Participants will conduct a mock crisis drill based on their developed response strategies, evaluating team performance and communication effectiveness in real-time. They will identify areas for improvement during the debrief, focusing on lessons learned and necessary adjustments for future responses.
Output: A debrief report highlighting strengths, weaknesses, and areas for improvement in crisis management.

09:00–09:54	Learn best practices for implementing crisis management plans effectively across teams.
09:54–10:48	Explore training and simulation exercises for crisis teams to enhance readiness.
10:48–11:00	Assess the effectiveness of crisis management drills and identify areas for improvement.
11:00–11:30	**Coffee break**
11:30–12:12	Assess the effectiveness of crisis management drills and identify areas for improvement. (continued)
12:12–13:06	Discuss the importance of adaptability in crisis response to changing situations.
13:06–14:00	Review case studies of successful crisis management implementations and outcomes.

Day 5: Post-Crisis Evaluation and Recovery Planning

Applied activity: Participants will create a post-crisis evaluation report for the mock crisis drill, outlining lessons learned and recommendations for future improvements. They will also draft a preliminary recovery plan based on the evaluation findings and feedback received during the debrief, ensuring comprehensive recovery strategies.
Output: A post-crisis evaluation report and a preliminary recovery plan that incorporates lessons learned.

09:00–09:54	Conduct post-crisis evaluations to assess response effectiveness and outcomes.
09:54–10:48	Develop recovery plans that address operational and reputational impacts post-crisis.
10:48–11:00	Identify lessons learned and integrate them into future crisis planning processes.
11:00–11:30	**Coffee break**
11:30–12:12	Identify lessons learned and integrate them into future crisis planning processes. (continued)



Course content

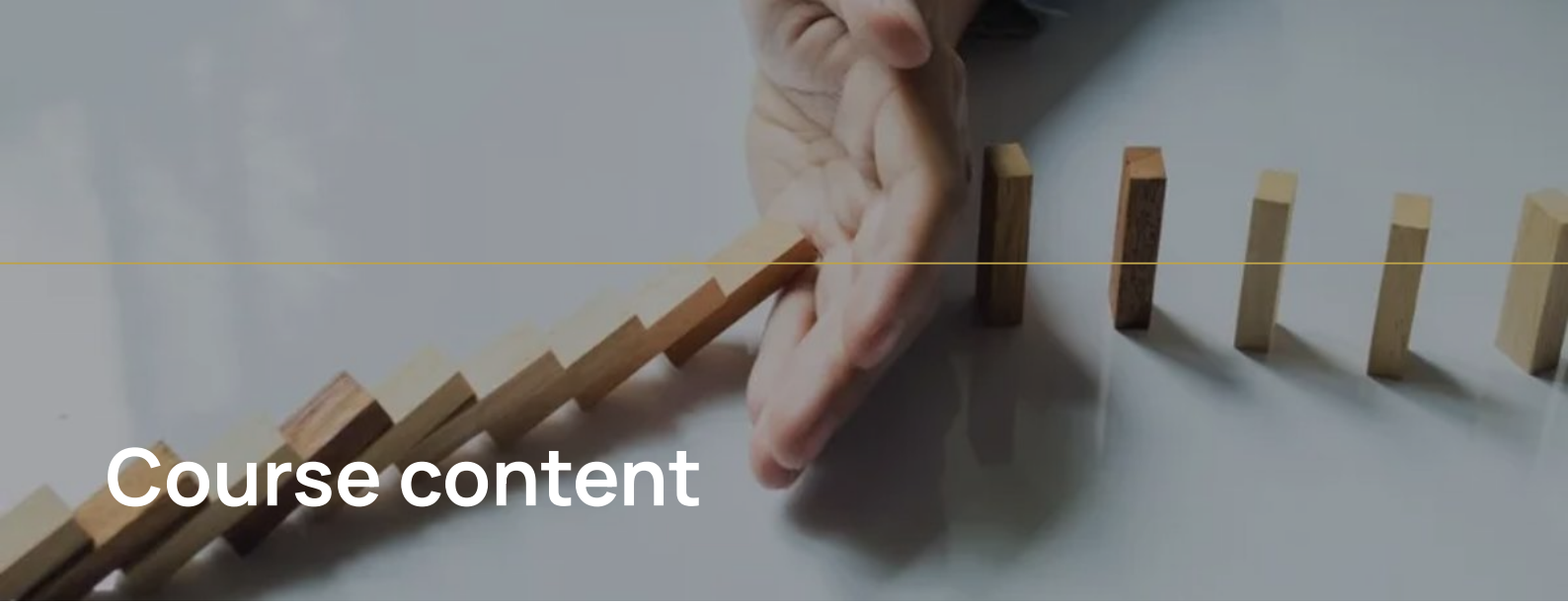
12:12–13:06	Explore the role of stakeholder feedback in recovery and improvement efforts.
13:06–14:00	Create a framework for continuous improvement in crisis management practices.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

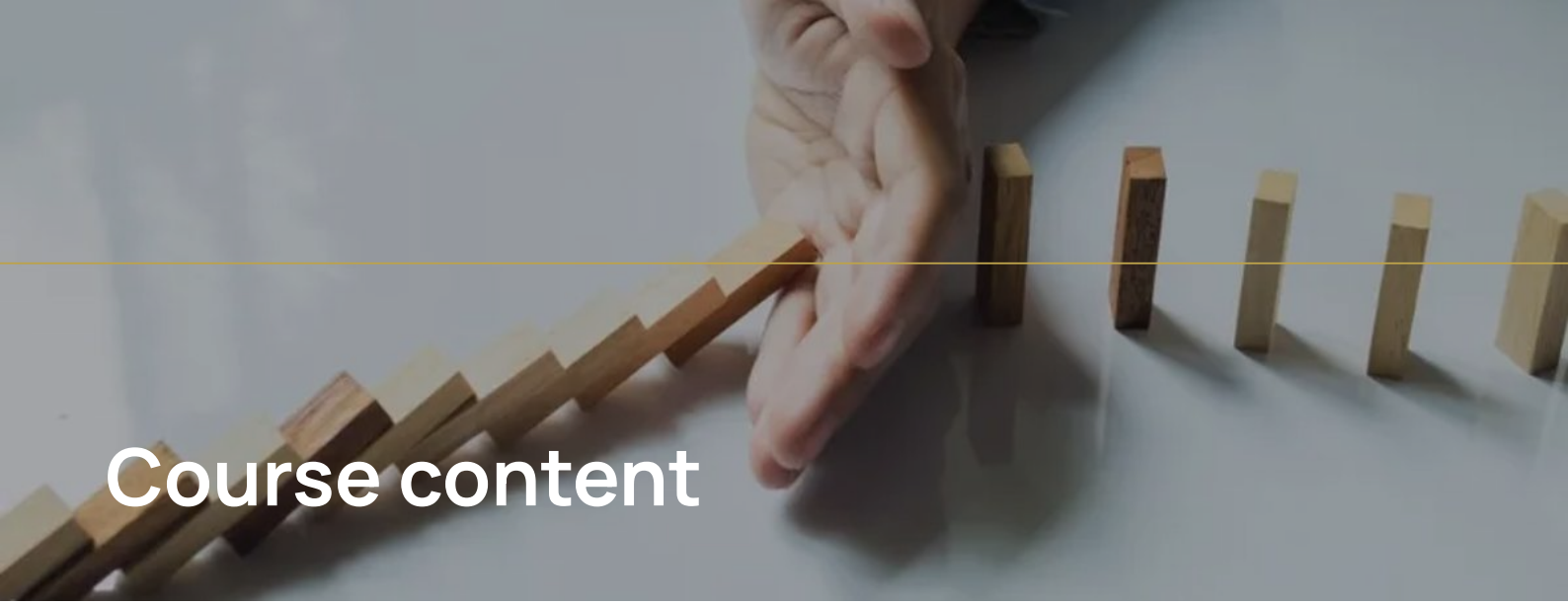
Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Paris Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,860.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Istanbul Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,540.-**



Course content

Dates, venues and fees (continued)

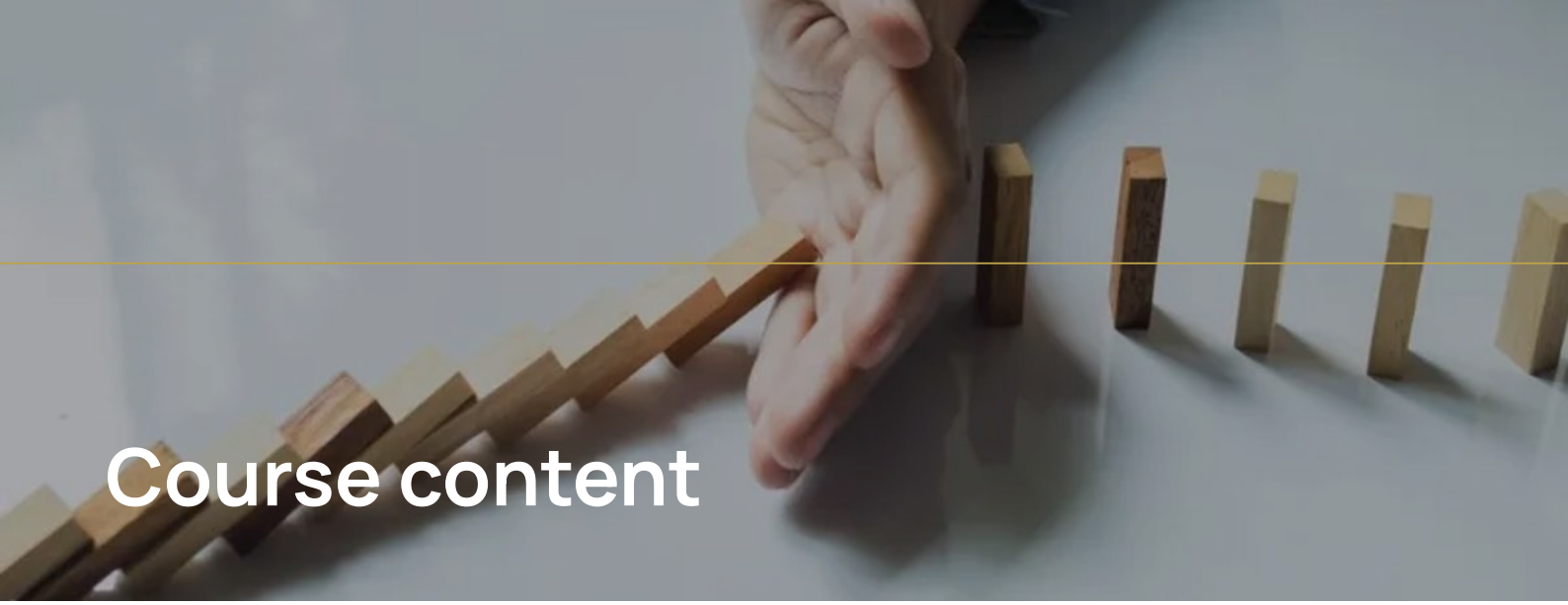
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Vienna Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,940.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Singapore Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,820.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**€3,150.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

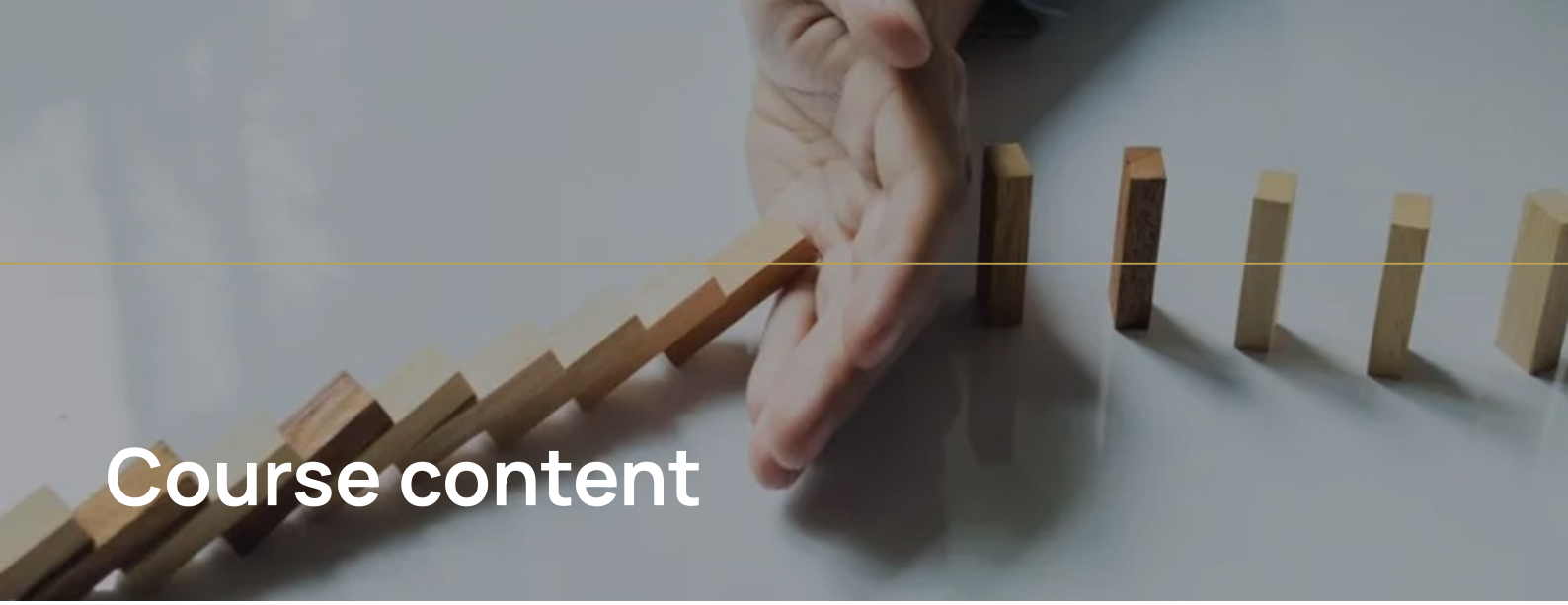
Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,450.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Rome Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,450.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

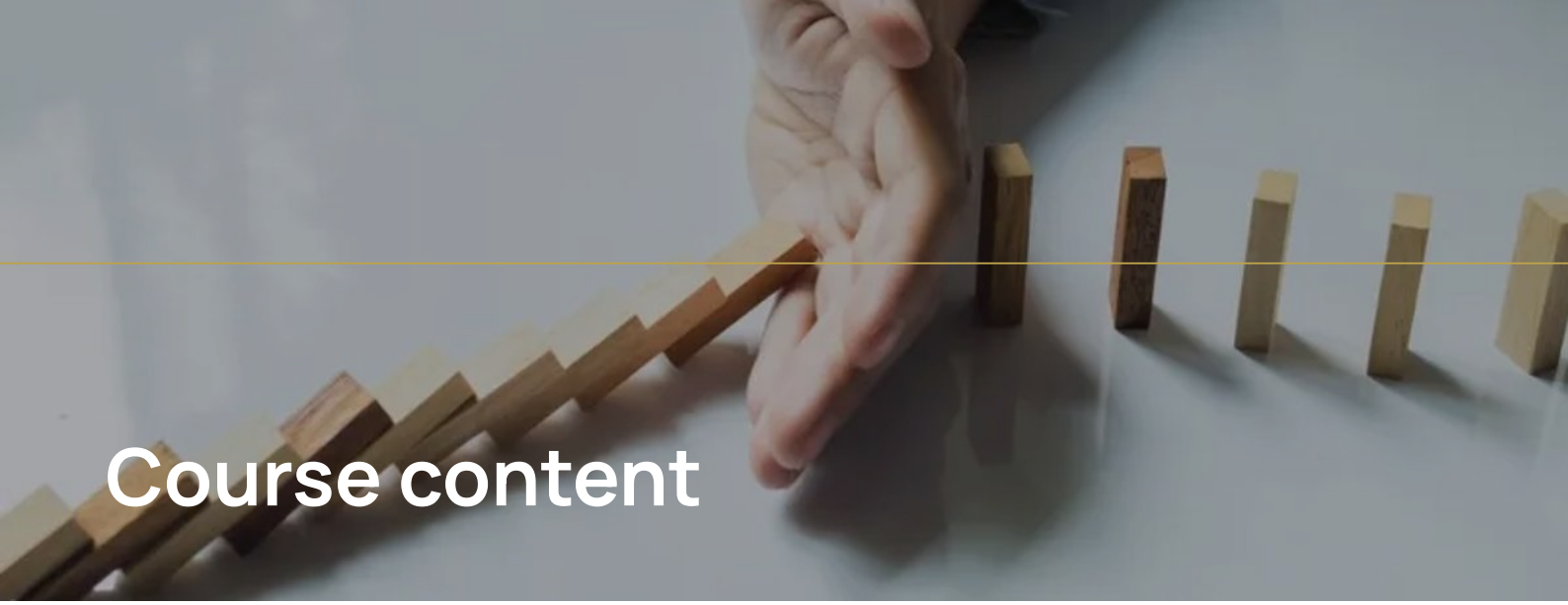
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,540.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Cape Town Confirmed dates	3 May 2027	7 May 2027	**€1,890.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Singapore Confirmed dates	10 May 2027	14 May 2027	**€2,820.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
London Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

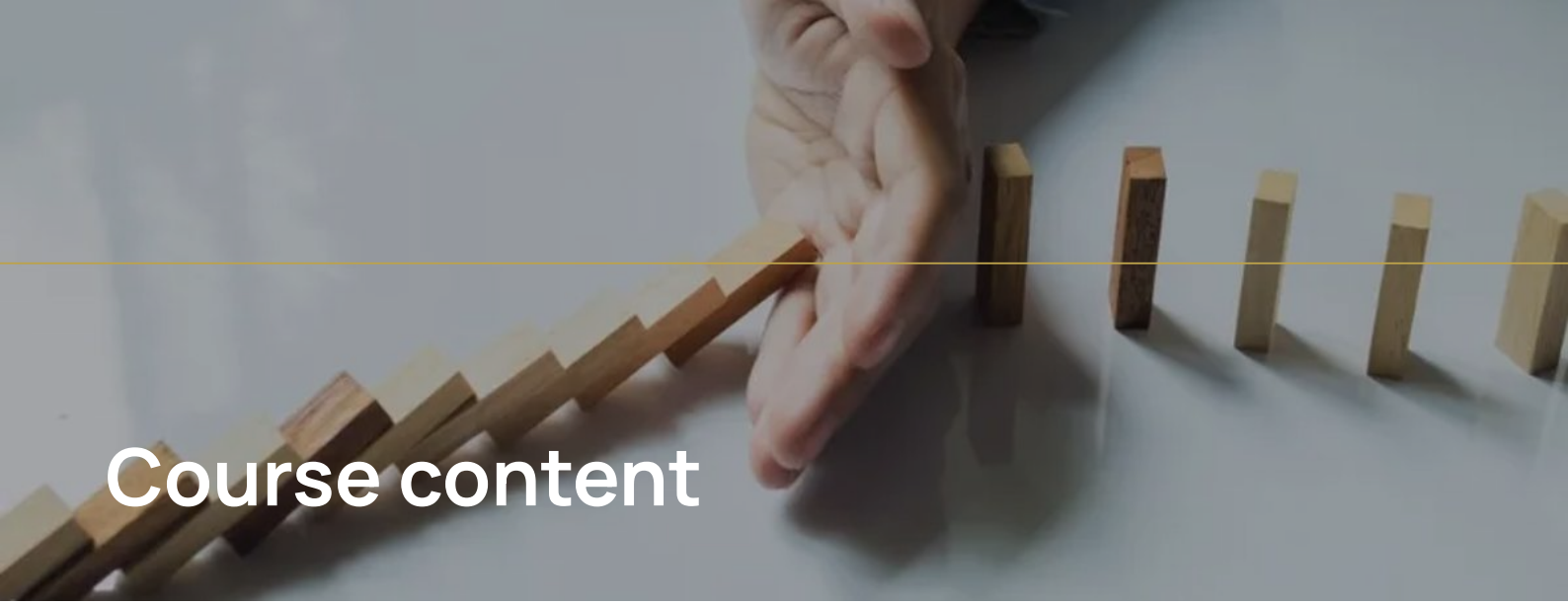
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Rome Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,860.–**



Course content

Dates, venues and fees (continued)

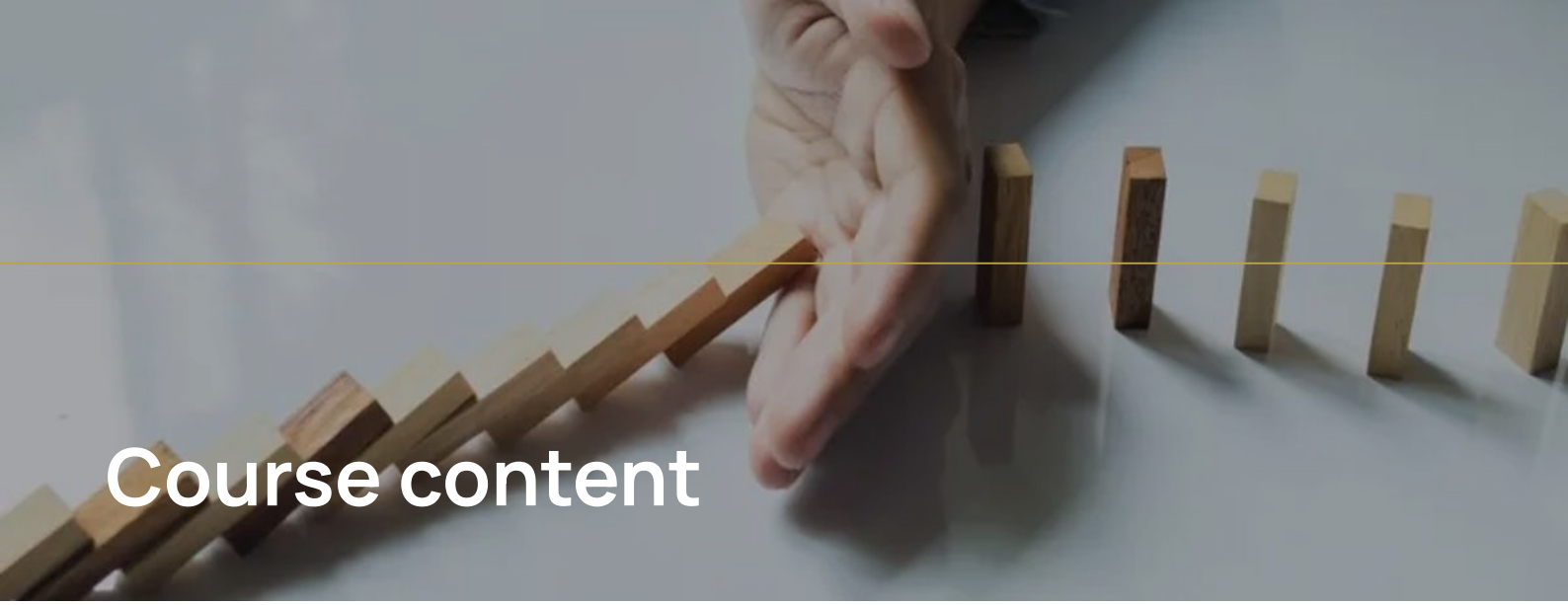
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,890.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Singapore Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,820.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

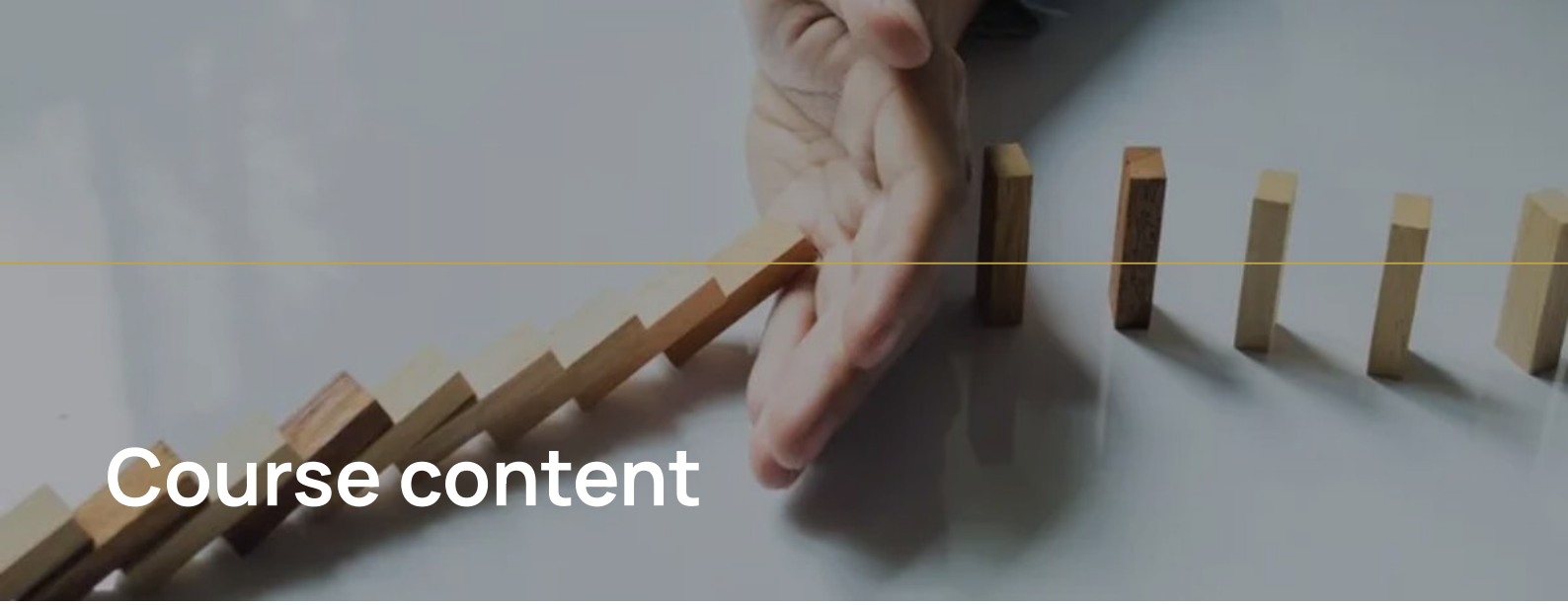
Venue	Start date	End date	Fee (EUR)
London Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.–**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.–**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Frankfurt Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,650.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Barcelona Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,840.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,860.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,540.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
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