

BUSINESS CONTINUITY AND CRISIS MANAGEMENT | COURSE BROCHURE

Crisis Communication and Media Handling

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

During a crisis, communication can either contain the damage or make it worse. This course covers crisis communication: stakeholder mapping, holding statements, message development, media relations under pressure, social media monitoring and response, internal communication, spokesperson skills and post-crisis communication.

The public judges organisations by how they communicate in a crisis. You will learn to communicate quickly, clearly and credibly.

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

Crisis communication simulations, statement drafting, media interview practice and case studies.

Course objectives

By the end of this course, participants will be able to:
• Map stakeholders and their information needs
• Prepare holding statements and key messages
• Handle media enquiries and interviews
• Monitor and respond on social media
• Communicate with employees during crises
• Manage post-crisis communication

Target audience

This course is suitable for:
• Communication and PR managers
• Crisis team members
• Spokespeople
• Senior executives
• Social media managers



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Target competencies

Participants will develop competencies in:
- Message development
- Media handling
- Social media response
- Internal communication
- Spokesperson skills

Course outline

Day 1: Crisis Communication

09:00–10:08	Principles
10:08–11:00	Case studies
11:00–11:30	**Coffee break**
11:30–11:45	Case studies (continued)
11:45–12:53	Stakeholder mapping
12:53–14:00	Exercise

Day 2: Messages

09:00–10:08	Holding statements
10:08–11:00	Key messages
11:00–11:30	**Coffee break**
11:30–11:45	Key messages (continued)
11:45–12:53	Approval processes
12:53–14:00	Drafting workshop

Day 3: Media

09:00–10:08	Media expectations
10:08–11:00	Interview skills
11:00–11:30	**Coffee break**



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11:30–11:45	Interview skills (continued)
11:45–12:53	Press conferences
12:53–14:00	Practice

Day 4: Social Media

09:00–10:08	Monitoring
10:08–11:00	Response strategies
11:00–11:30	**Coffee break**
11:30–11:45	Response strategies (continued)
11:45–12:53	Misinformation
12:53–14:00	Simulation

Day 5: Internal and Post-Crisis

09:00–10:08	Employee communication
10:08–11:00	Recovery messages
11:00–11:30	**Coffee break**
11:30–11:45	Recovery messages (continued)
11:45–12:53	Lessons learned
12:53–14:00	Action plan

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.



Course content

Dates, venues and fees

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

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	23 Nov 2026	27 Nov 2026	**€3,150.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Rome Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
London Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,450.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Cape Town Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,890.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Rome Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Amsterdam Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,540.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Rome Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Dubai Confirmed dates	26 Apr 2027	30 Apr 2027	**€3,150.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	17 May 2027	21 May 2027	**€1,890.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	31 May 2027	4 Jun 2027	**€1,450.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Vienna Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,940.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,650.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,650.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,840.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
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.-**
Vienna Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,940.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**€3,150.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Paris Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,860.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,840.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

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

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View the latest course details online