

BUSINESS CONTINUITY AND CRISIS MANAGEMENT | COURSE BROCHURE

Crisis Communication Skills

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

This course equips professionals with essential crisis communication skills to effectively manage and respond to crises. Participants will learn to develop strategies, craft messages, and engage stakeholders, ensuring clear communication during high-pressure situations and protecting organisational reputation.

Crisis situations can arise unexpectedly, and the ability to communicate effectively during these times is crucial for maintaining trust and credibility. Professionals often face challenges in conveying accurate information, managing public perception, and coordinating responses among various stakeholders. This course addresses these critical issues, enabling participants to navigate the complexities of crisis communication and mitigate potential damage to their organisations. Participants will learn to assess risks, develop tailored communication strategies, and implement effective messaging that resonates with diverse audiences, ensuring that the organisation's voice is clear and authoritative during crises.
Effective crisis communication is not just about managing information; it also involves strategic decision-making and leadership. Participants will engage in practical exercises that simulate real-world crises, allowing them to practise crafting messages, responding to media inquiries, and managing stakeholder communications. By honing these skills, they will be better prepared to handle actual crises, ensuring timely and effective communication that supports organisational objectives and preserves reputation. The course fosters confidence in decision-making, enhances participants' ability to lead communication efforts during challenging times, and ultimately contributes to a more resilient organisational culture.

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 interactive workshops, case studies, and role-playing exercises to build practical crisis communication skills. Participants will analyse real-life scenarios, develop communication strategies, and simulate media interactions. Each session culminates in a collaborative debrief where participants share insights and receive feedback, producing actionable communication plans and message templates that can be applied in their organisations. This hands-on approach ensures that participants not only learn theoretical concepts but also gain practical experience in applying these skills in realistic situations, enhancing their readiness for actual crisis scenarios. Participants will leave with tangible outputs that they can implement immediately in their roles.



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Course objectives

By the end of this course, participants will be able to:
• Analyse crisis communication frameworks to identify best practices in response strategies.
• Develop a crisis communication plan tailored to a fictional organisational scenario.
• Craft effective messaging for diverse stakeholders during a crisis situation.
• Evaluate the impact of social media on crisis communication and develop strategies to manage it.
• Simulate media interactions to practise responding to challenging questions under pressure.
• Assess the effectiveness of communication strategies post-crisis to identify areas for improvement.

Target audience

This course is suitable for:
• Public Relations Professionals: Enhance skills in managing communication during crises.
• Crisis Managers: Develop structured approaches to crisis communication planning and execution.
• Corporate Communication Specialists: Improve messaging strategies for stakeholder engagement during crises.
• Marketing Managers: Learn to align marketing communications with crisis response efforts.

Target competencies

Participants will develop competencies in:
• Crafting clear and concise crisis messages.
• Developing comprehensive crisis communication plans.
• Engaging effectively with media during crises.
• Utilising social media for crisis management.
• Evaluating communication effectiveness post-crisis.
• Leading teams in high-pressure communication scenarios.

Course outline

Day 1: Understanding Crisis Communication

Applied activity: Participants will analyse a recent crisis case study, identifying key communication strategies used and their effectiveness. They will discuss alternative approaches that could have been taken, focusing on stakeholder impact and message clarity. This will involve group discussions and presentations to enhance learning.
Output: A report summarising the analysis and proposed alternative strategies for crisis communication.

09:00–09:54	Define crisis communication and its importance in organisational contexts.
09:54–10:48	Identify different types of crises and their potential impacts on stakeholders.



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10:48–11:00	Explore key principles of effective crisis communication and their applications.
11:00–11:30	**Coffee break**
11:30–12:12	Explore key principles of effective crisis communication and their applications. (continued)
12:12–13:06	Discuss the role of leadership in crisis situations and communication.
13:06–14:00	Examine case studies of successful and unsuccessful crisis communications to draw lessons.

Day 2: Developing a Crisis Communication Plan

Applied activity: In groups, participants will create a crisis communication plan for a fictional organisation facing a specific crisis scenario, detailing communication strategies, stakeholder engagement, and message dissemination methods. They will present their plans to the class for feedback and refinement.
Output: A comprehensive crisis communication plan document tailored to the fictional scenario.

09:00–09:54	Outline the components of a crisis communication plan, including key messages and protocols.
09:54–10:48	Assess organisational vulnerabilities and potential crisis scenarios through risk analysis.
10:48–11:00	Develop protocols for internal and external communication during a crisis, ensuring clarity and consistency.
11:00–11:30	**Coffee break**
11:30–12:12	Develop protocols for internal and external communication during a crisis, ensuring clarity and consistency. (continued)
12:12–13:06	Identify key stakeholders and their information needs during crises to tailor communication effectively.
13:06–14:00	Create a template for a crisis communication plan that can be adapted for various scenarios.

Day 3: Crafting Effective Messages

Applied activity: Participants will draft crisis messages for different stakeholders based on a provided scenario, focusing on clarity, tone, and urgency. They will then present their messages for peer feedback and discussion, allowing for collaborative learning and improvement.
Output: A set of crafted crisis messages for the scenario, ready for implementation.

09:00–09:54	Learn techniques for crafting clear and impactful crisis messages that resonate with audiences.
09:54–10:48	Understand the importance of tone and language in crisis communication to maintain trust.
10:48–11:00	Explore message tailoring for different audiences and platforms to enhance engagement.



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11:00–11:30	**Coffee break**
11:30–12:12	Explore message tailoring for different audiences and platforms to enhance engagement. (continued)
12:12–13:06	Practice writing messages for various crisis scenarios, focusing on clarity and urgency.
13:06–14:00	Review examples of effective and ineffective crisis messaging to identify best practices.

Day 4: Managing Media Relations

Applied activity: Participants will role-play a press conference scenario, with some acting as spokespersons and others as journalists. They will practise responding to challenging questions while maintaining composure and delivering key messages, simulating a high-pressure environment.
Output: A video recording of the simulated press conference for review and analysis.

09:00–09:54	Discuss the role of media in crisis communication and its influence on public perception.
09:54–10:48	Learn strategies for effective media engagement during crises, including press releases and interviews.
10:48–11:00	Simulate press conferences and media interviews to practise real-time communication skills.
11:00–11:30	**Coffee break**
11:30–12:12	Simulate press conferences and media interviews to practise real-time communication skills. (continued)
12:12–13:06	Explore techniques for handling difficult questions from journalists while maintaining composure.
13:06–14:00	Evaluate the impact of media coverage on public perception during crises and adjust strategies accordingly.

Day 5: Post-Crisis Evaluation and Improvement

Applied activity: Participants will conduct a post-crisis evaluation of their previously developed communication plans and messages, identifying strengths and weaknesses, and suggesting improvements based on feedback and outcomes. This will involve group discussions to foster collaborative insights.
Output: A post-crisis evaluation report with actionable recommendations for future improvements.

09:00–09:54	Understand the importance of post-crisis evaluation in communication to identify lessons learned.
09:54–10:48	Identify metrics for assessing the effectiveness of crisis communication efforts and their impact.
10:48–11:00	Discuss lessons learned and areas for improvement based on previous crises.



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11:00–11:30	**Coffee break**
11:30–12:12	Discuss lessons learned and areas for improvement based on previous crises. (continued)
12:12–13:06	Develop strategies for ongoing crisis communication training and preparedness.
13:06–14:00	Create a framework for continuous improvement in crisis communication 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)
Istanbul Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,650.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,540.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Singapore Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,820.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Vienna Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,940.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**€3,150.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Frankfurt Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,650.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
Paris Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,860.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Istanbul Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,650.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Barcelona Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,840.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Amsterdam Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,540.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,820.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
London Confirmed dates	3 May 2027	7 May 2027	**€2,450.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Cape Town Confirmed dates	10 May 2027	14 May 2027	**€1,890.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Dubai Confirmed dates	17 May 2027	21 May 2027	**€3,150.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Frankfurt Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,650.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,450.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Paris Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,860.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
Cape Town Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,890.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Istanbul Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,650.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,540.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Singapore Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,820.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
London Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Rome Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**€3,150.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.–**
Frankfurt Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,650.–**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,450.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
Paris Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,860.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Istanbul Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,650.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Amsterdam Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,540.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Singapore Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,820.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**



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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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