

PUBLIC RELATIONS | COURSE BROCHURE

Crisis-Ready PR Teams

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

When a crisis hits, the PR team must work fast under intense pressure. This course builds crisis readiness for communication teams: team roles, crisis communication plans, pre-approved materials, monitoring, rapid response workflows, spokesperson support, working with legal and operations, and exercises.

Teams that prepare respond in minutes, not hours. You will learn to make your PR team crisis-ready.

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 plan reviews, role allocation, rapid response drills and a full crisis simulation.

Course objectives

By the end of this course, participants will be able to:
• Define crisis communication team roles
• Build or update a crisis communication plan
• Prepare templates and pre-approved materials
• Set up monitoring and rapid response workflows
• Support spokespeople during crises
• Exercise and improve team readiness

Target audience

This course is suitable for:
• PR and communication teams
• Press office staff
• Communication directors
• Social media managers
• Crisis management team members



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Target competencies

Participants will develop competencies in:

- Team roles
- Crisis planning
- Rapid response
- Spokesperson support
- Exercising

Course outline

Day 1: Crisis Readiness

09:00–10:08	Crisis types
10:08–11:00	Readiness assessment
11:00–11:30	**Coffee break**
11:30–11:45	Readiness assessment (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Team and Plan

09:00–10:08	Roles
10:08–11:00	Plan contents
11:00–11:30	**Coffee break**
11:30–11:45	Plan contents (continued)
11:45–12:53	Contact lists
12:53–14:00	Workshop

Day 3: Materials

09:00–10:08	Templates
10:08–11:00	Holding statements
11:00–11:30	**Coffee break**



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11:30–11:45	Holding statements (continued)
11:45–12:53	Dark sites
12:53–14:00	Drafting practice

Day 4: Rapid Response

09:00–10:08	Monitoring
10:08–11:00	Approval workflows
11:00–11:30	**Coffee break**
11:30–11:45	Approval workflows (continued)
11:45–12:53	Legal liaison
12:53–14:00	Drill

Day 5: Simulation

09:00–10:08	Full crisis simulation
10:08–11:00	Debrief
11:00–11:30	**Coffee break**
11:30–11:45	Debrief (continued)
11:45–12:53	Improvements
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)
Cape Town Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,890.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Dubai Confirmed dates	7 Dec 2026	11 Dec 2026	**€3,150.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Rome Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
London 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.–**
Cape Town Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,890.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,650.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,650.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Amsterdam Confirmed dates	10 May 2027	14 May 2027	**€2,540.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	31 May 2027	4 Jun 2027	**€1,890.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Rome Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,450.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Barcelona Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,840.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
London Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**
Paris Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,860.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Dubai Confirmed dates	6 Sept 2027	10 Sept 2027	**€3,150.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Vienna Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,940.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Barcelona Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,840.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Dubai Confirmed dates	1 Nov 2027	5 Nov 2027	**€3,150.-**
Online Confirmed dates	1 Nov 2027	5 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.-**
Vienna Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,940.-**
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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