

**LEADERSHIP & MANAGEMENT | COURSE BROCHURE**

# Leadership Communication in a Crisis

5 days | Classroom training | English


**SMART HORIZON**

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# Course content

## Why attend

In a crisis, what leaders say and how quickly they say it can determine whether trust is preserved. This course prepares leaders to communicate during emergencies, incidents and reputational crises: first statements, messaging under uncertainty, speaking to employees, customers and media, and maintaining credibility through the recovery period.

Silence or confusion in the first hours of a crisis fills the space with rumours. You will learn to communicate with speed, empathy and accuracy.

## 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 simulations, statement drafting exercises, media interview practice and case studies of crisis communication.

## Course objectives

By the end of this course, participants will be able to:
• Understand how stakeholders react in a crisis
• Prepare first statements quickly and accurately
• Communicate honestly under uncertainty
• Address employees, customers and media
• Coordinate messages across channels
• Rebuild trust after the crisis

## Target audience

This course is suitable for:
• Senior leaders and executives
• Communication and PR managers
• Crisis team members
• Department heads
• Spokespeople



# Course content

## Target competencies

Participants will develop competencies in:

- Crisis messaging
- Empathetic communication
- Media handling
- Message coordination
- Trust recovery

## Course outline

### Day 1: Crisis Communication Principles

| | |
|---|---|
| **09:00–10:08** | What stakeholders need in a crisis |
| **10:08–11:00** | Speed versus accuracy |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Speed versus accuracy (continued) |
| **11:45–12:53** | Leader visibility |
| **12:53–14:00** | Case study analysis |

### Day 2: First Hours

| | |
|---|---|
| **09:00–10:08** | Holding statements |
| **10:08–11:00** | Facts, actions and care |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Facts, actions and care (continued) |
| **11:45–12:53** | Internal first |
| **12:53–14:00** | Exercise: drafting a first statement |

### Day 3: Communicating Under Uncertainty

| | |
|---|---|
| **09:00–10:08** | Saying what you know and do not know |
| **10:08–11:00** | Updates and timelines |
| **11:00–11:30** | **Coffee break** |



# Course content

| | |
|---|---|
| **11:30–11:45** | Updates and timelines (continued) |
| **11:45–12:53** | Avoiding speculation |
| **12:53–14:00** | Practice: briefing employees |

## Day 4: Media and Public

| | |
|---|---|
| **09:00–10:08** | Media interviews under pressure |
| **10:08–11:00** | Social media dynamics |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Social media dynamics (continued) |
| **11:45–12:53** | Difficult questions |
| **12:53–14:00** | Simulated press conference |

## Day 5: Recovery

| | |
|---|---|
| **09:00–10:08** | Ongoing communication |
| **10:08–11:00** | Apology and accountability |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Apology and accountability (continued) |
| **11:45–12:53** | Rebuilding trust |
| **12:53–14:00** | Crisis communication 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<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **€3,150.-** |
| Online<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **€1,250.-** |
| Vienna<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **€2,940.-** |
| Online<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **€1,250.-** |
| Dubai<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **€3,150.-** |
| Online<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **€1,250.-** |
| London<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **€1,250.-** |
| Frankfurt<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **€2,650.-** |



# Course content

## Dates, venues and fees (continued)

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



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Istanbul<br>Confirmed dates | 31 May 2027 | 4 Jun 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 31 May 2027 | 4 Jun 2027 | **€1,250.-** |
| Rome<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **€1,250.-** |
| Vienna<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **€2,940.-** |
| Online<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **€1,250.-** |
| Kuala Lumpur<br>Confirmed dates | 2 Aug 2027 | 6 Aug 2027 | **€1,450.-** |
| Online<br>Confirmed dates | 2 Aug 2027 | 6 Aug 2027 | **€1,250.-** |
| Barcelona<br>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<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **€1,250.-** |
| Cape Town<br>Confirmed dates | 6 Sept 2027 | 10 Sept 2027 | **€1,890.-** |
| Online<br>Confirmed dates | 6 Sept 2027 | 10 Sept 2027 | **€1,250.-** |
| Barcelona<br>Confirmed dates | 27 Sept 2027 | 1 Oct 2027 | **€2,840.-** |
| Online<br>Confirmed dates | 27 Sept 2027 | 1 Oct 2027 | **€1,250.-** |
| Rome<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **€1,250.-** |
| Paris<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **€2,860.-** |
| Online<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **€1,250.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Rome<br>Confirmed dates | 29 Nov 2027 | 3 Dec 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 29 Nov 2027 | 3 Dec 2027 | **€1,250.-** |
| Amsterdam<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **€2,540.-** |
| Online<br>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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