

BUSINESS CONTINUITY AND CRISIS MANAGEMENT | COURSE BROCHURE

Media Management in Crisis Communications

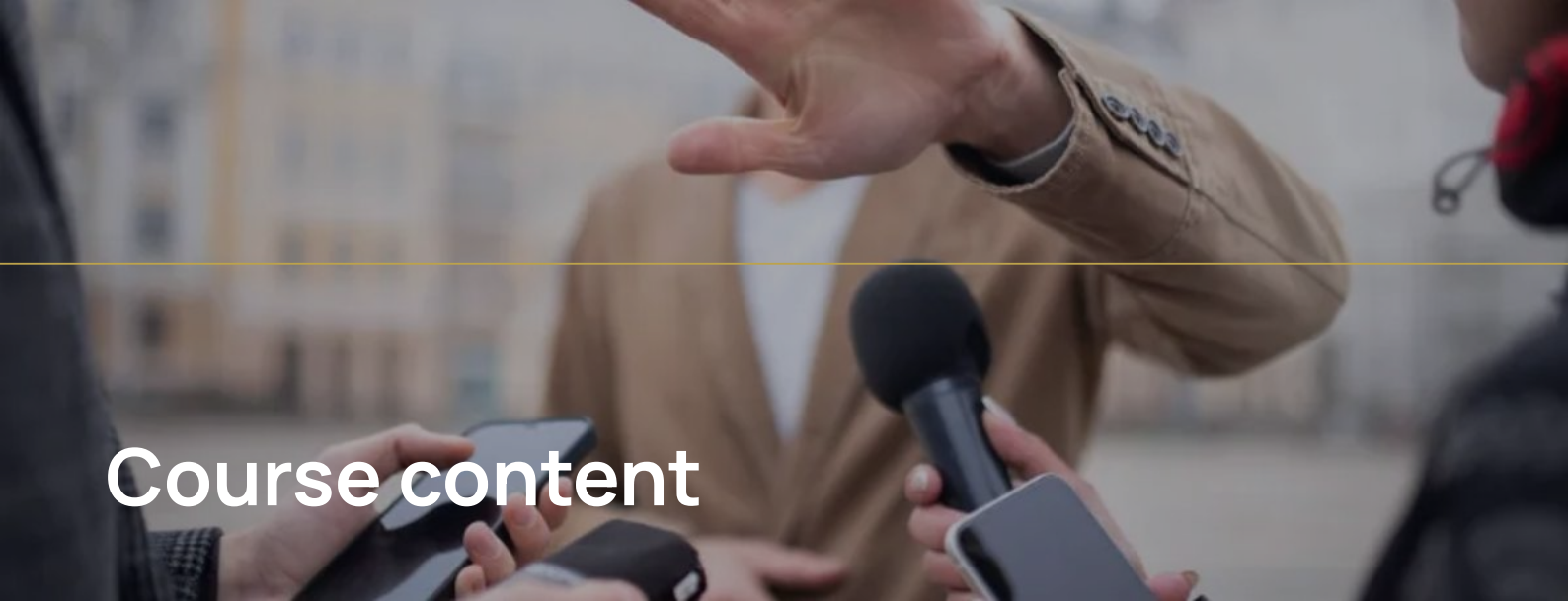
5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

In today's fast-moving digital world, a crisis can escalate within minutes and severely damage an organization's reputation, operations, and stakeholder trust. Effective media management during crises is essential to control the narrative, reduce misinformation, and maintain public confidence.

In today's fast-moving digital world, a crisis can escalate within minutes and severely damage an organization's reputation, operations, and stakeholder trust. Effective media management during crises is essential to control the narrative, reduce misinformation, and maintain public confidence. This course equips participants with practical skills to manage media relations, communicate effectively under pressure, and develop structured crisis communication strategies that protect organizational reputation and ensure timely, transparent messaging.

Professional Problems This Course Is Designed to Solve

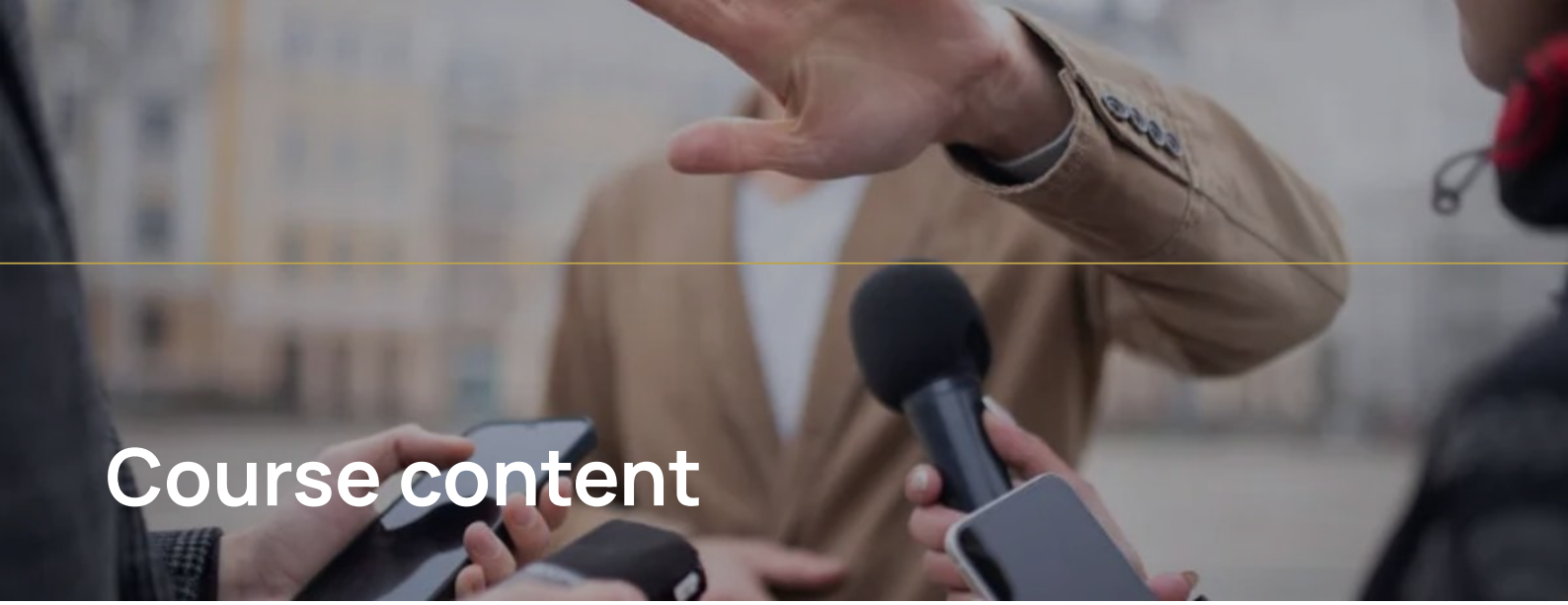
• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

This course combines communication theory with realistic crisis simulations and media handling exercises. Participants will engage in press briefing role-plays, crisis scenario workshops, and message development exercises. Case studies from real-world corporate, governmental, and industrial crises will be analyzed. Practical sessions will focus on spokesperson training, media response planning, and digital communication strategies.

Course objectives

By the end of this course, participants will be able to:
• Understand principles of crisis communication and media management
• Develop structured crisis communication plans
• Respond effectively to media inquiries during crises
• Manage organizational reputation under pressure
• Deliver clear, consistent, and timely messages
• Handle social media communication during emergencies
• Identify and mitigate communication risks
• Act as an effective spokesperson in crisis situations



Course content

Target audience

- Public Relations and Communications Professionals
- Corporate Communication Managers
- Media Relations Officers
- Senior Managers and Executives
- Government and Public Sector Officials
- Crisis Management and Risk Professionals

Target competencies

- Crisis communication planning and execution
- Media relations and spokesperson skills
- Strategic messaging and storytelling
- Reputation management
- Digital and social media crisis handling
- Decision-making under pressure
- Stakeholder communication and engagement

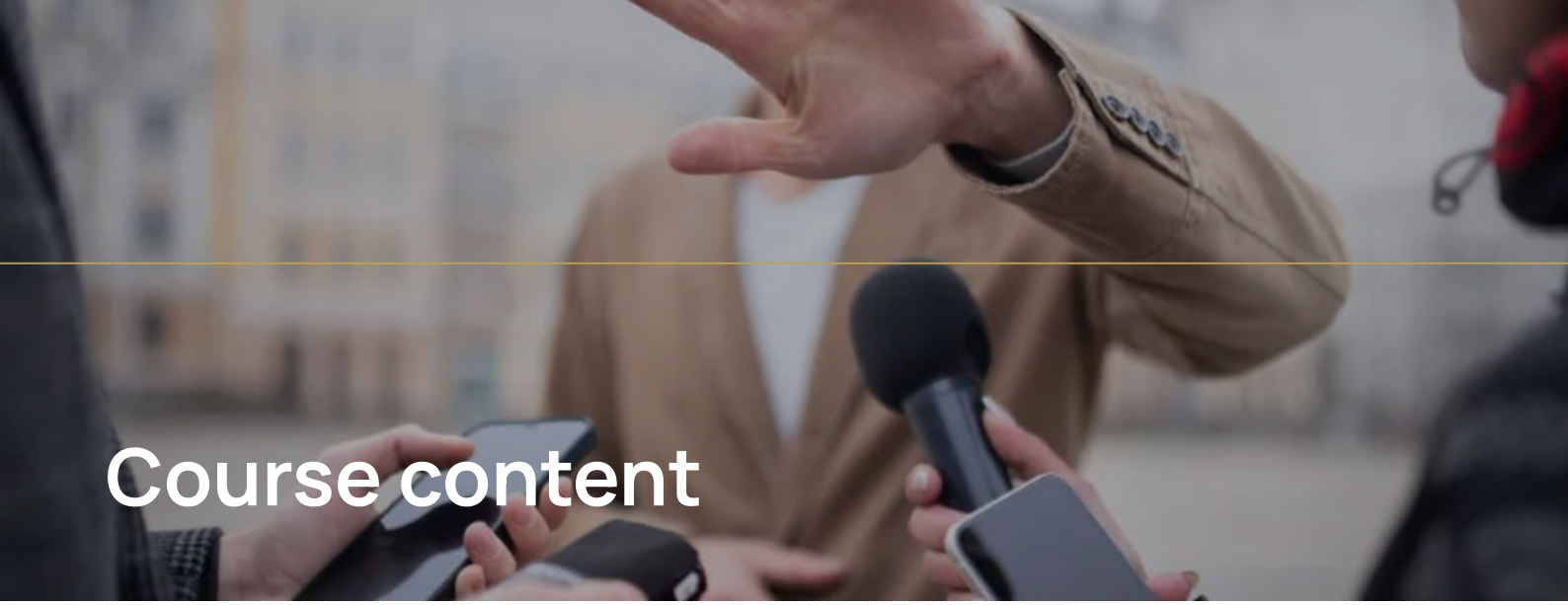
Course outline

Day 1: Foundations of Crisis Communication

09:00–09:54	What is a crisis and types of crises
09:54–10:48	Principles of crisis communication
10:48–11:00	Communication lifecycle during a crisis
11:00–11:30	**Coffee break**
11:30–12:12	Communication lifecycle during a crisis (continued)
12:12–13:06	Role of media in crisis situations
13:06–14:00	Common communication failures and risks

Day 2: Crisis Communication Planning

09:00–09:54	Developing crisis communication plans
09:54–10:48	Stakeholder identification and prioritization
10:48–11:00	Message development and key messaging frameworks



Course content

11:00–11:30	**Coffee break**
11:30–12:12	Message development and key messaging frameworks (continued)
12:12–13:06	Internal vs external communication strategies
13:06–14:00	Crisis communication teams and roles

Day 3: Media Relations During Crisis

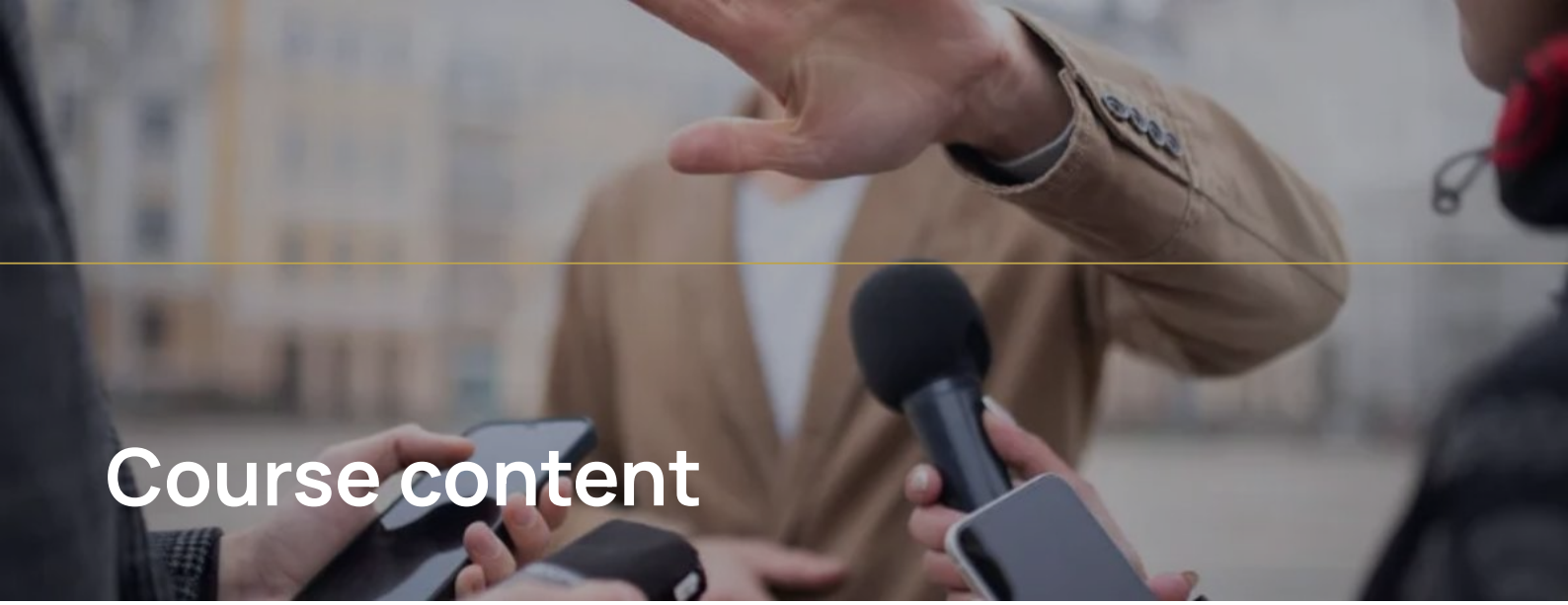
09:00–09:54	Understanding media behavior in crises
09:54–10:48	Handling press inquiries and interviews
10:48–11:00	Preparing press releases and statements
11:00–11:30	**Coffee break**
11:30–12:12	Preparing press releases and statements (continued)
12:12–13:06	Spokesperson preparation and training
13:06–14:00	Managing difficult media questions

Day 4: Digital and Social Media Crisis Management

09:00–09:54	Role of social media in crisis escalation
09:54–10:48	Monitoring online sentiment and misinformation
10:48–11:00	Real-time communication strategies
11:00–11:30	**Coffee break**
11:30–12:12	Real-time communication strategies (continued)
12:12–13:06	Managing rumors and fake news
13:06–14:00	Digital reputation protection strategies

Day 5: Crisis Simulation and Advanced Techniques

09:00–09:54	Full crisis simulation exercise (real-time scenario)
09:54–10:48	Media briefing and press conference role-play
10:48–11:00	Decision-making under pressure



Course content

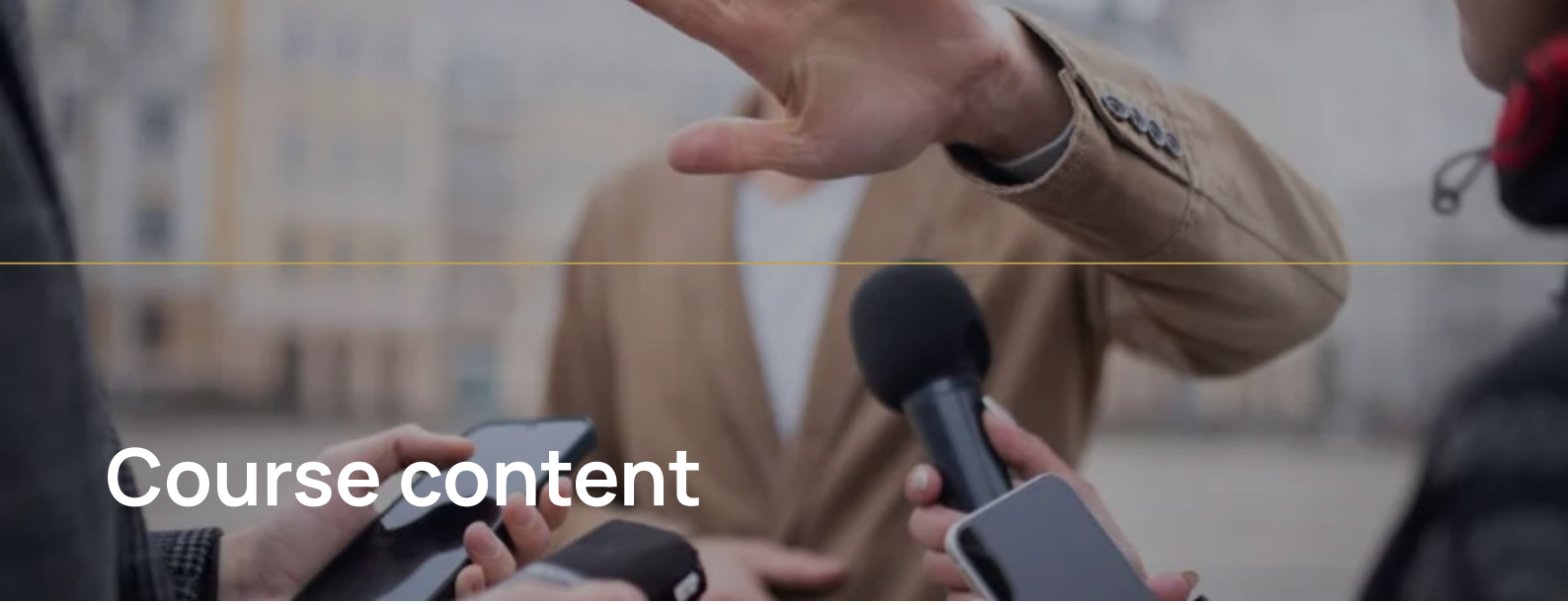
11:00–11:30	**Coffee break**
11:30–12:12	Decision-making under pressure (continued)
12:12–13:06	Lessons learned from global crisis case studies
13:06–14:00	Final crisis communication action plan

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.

Dates, venues and fees

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

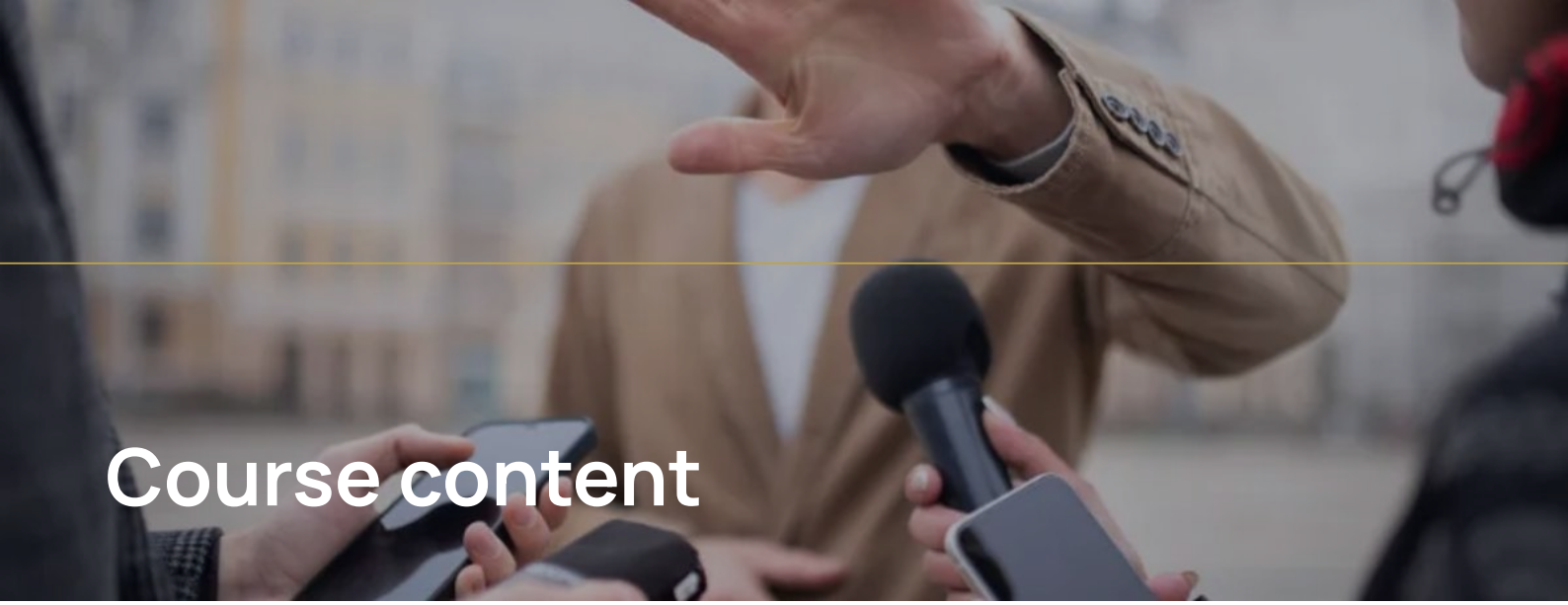
Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Paris Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,860.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Istanbul Confirmed dates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



Course content

Dates, venues and fees (continued)

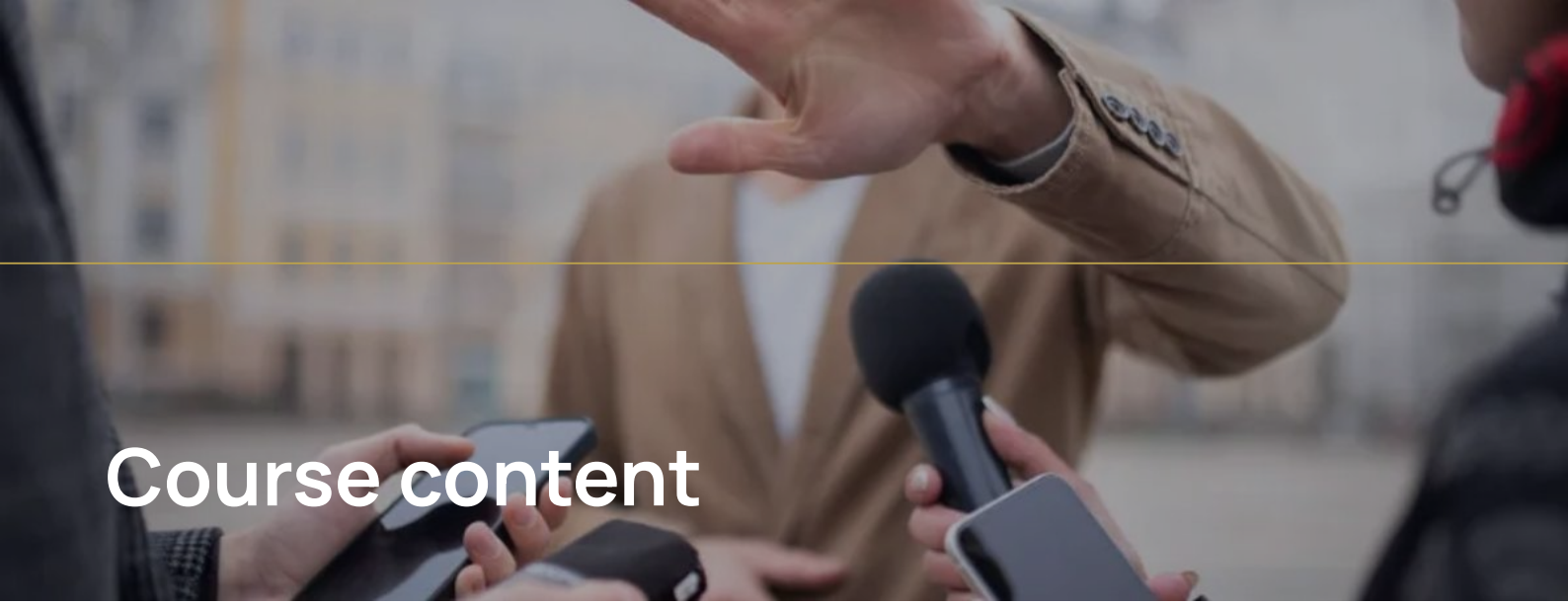
Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,540.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Singapore Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,820.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Barcelona Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,840.-**
Online Confirmed dates	18 Jan 2027	22 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.-**



Course content

Dates, venues and fees (continued)

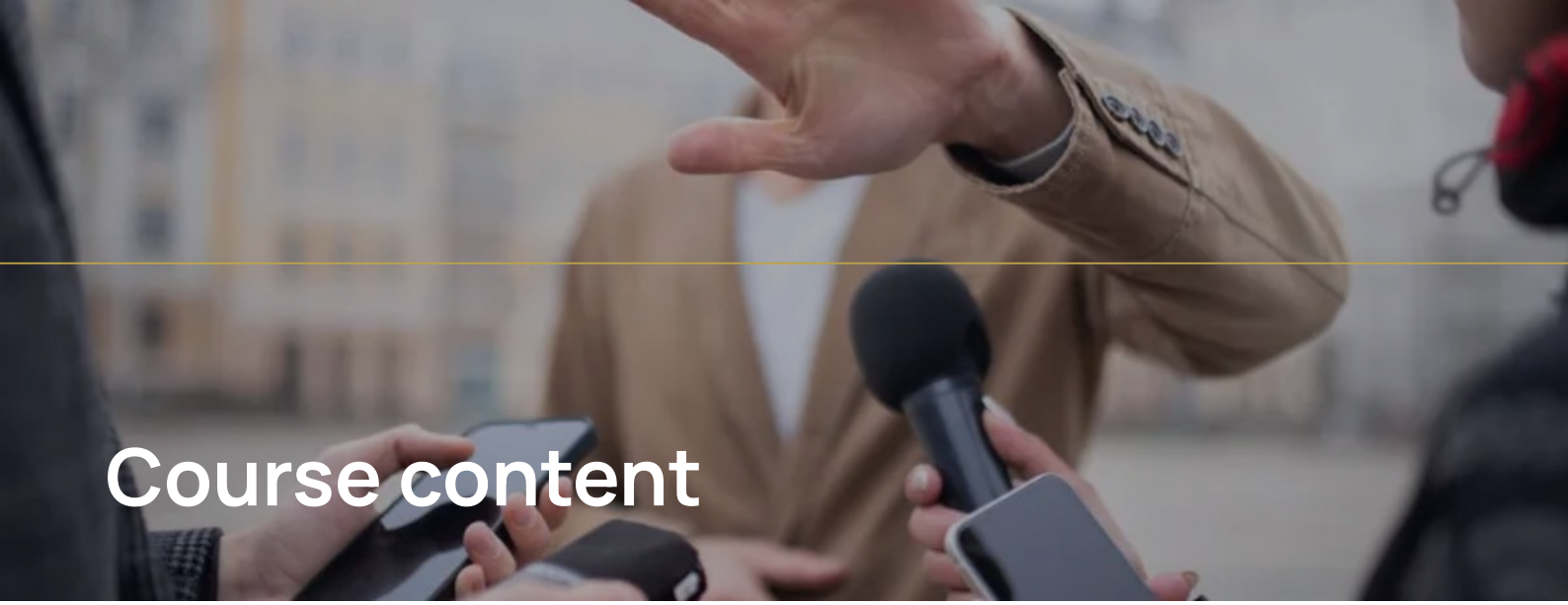
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,450.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Vienna Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,940.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

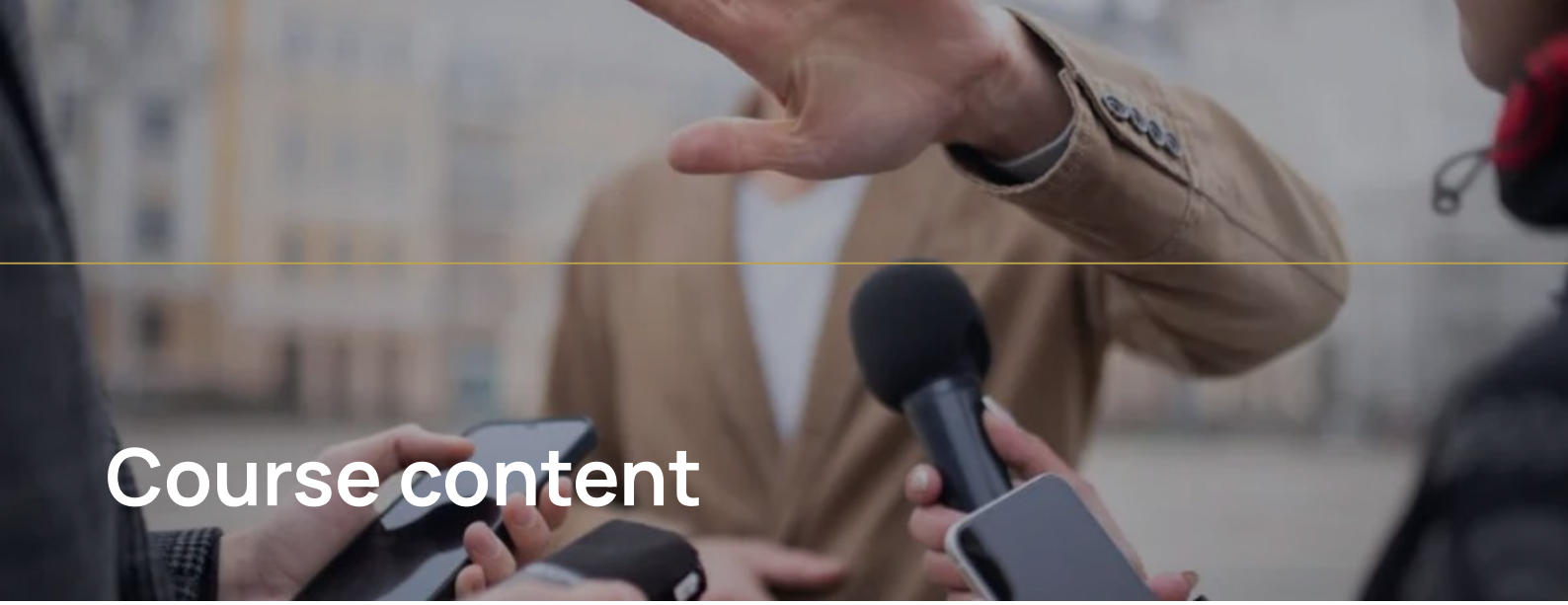
Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,540.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Singapore Confirmed 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.-**
Cape Town Confirmed dates	31 May 2027	4 Jun 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

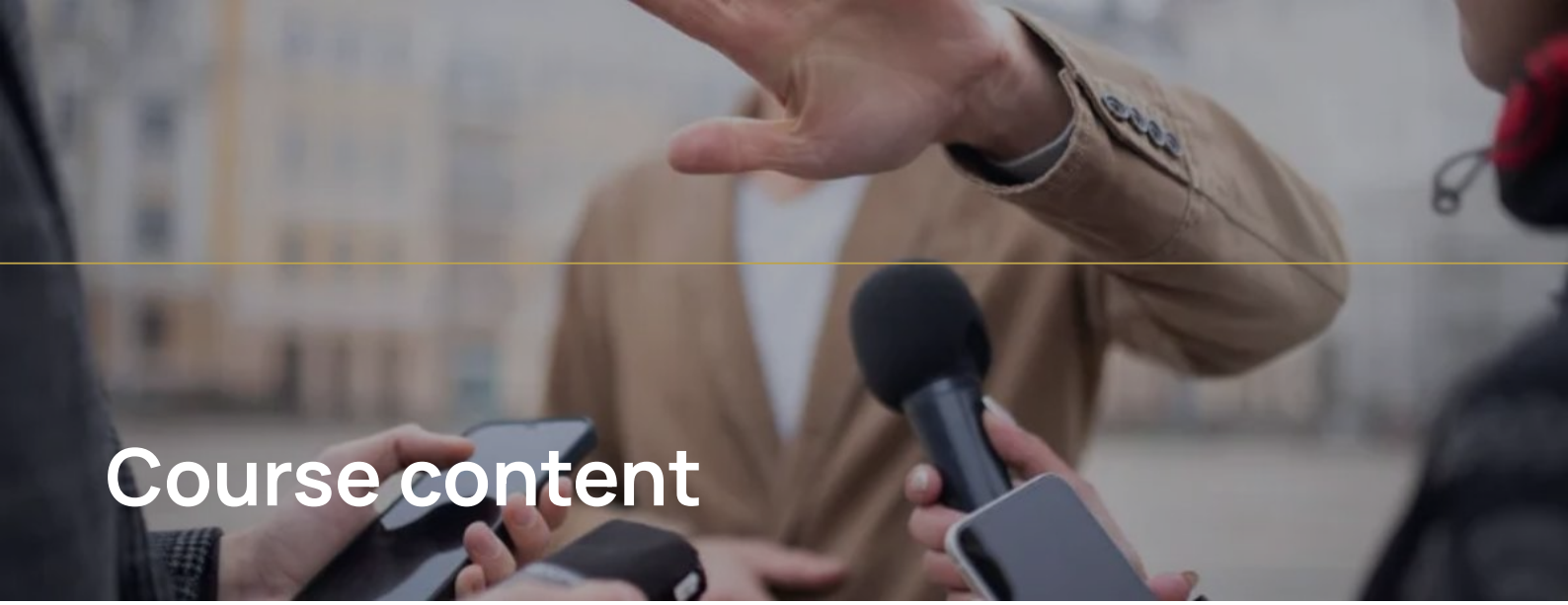
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Rome Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,450.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

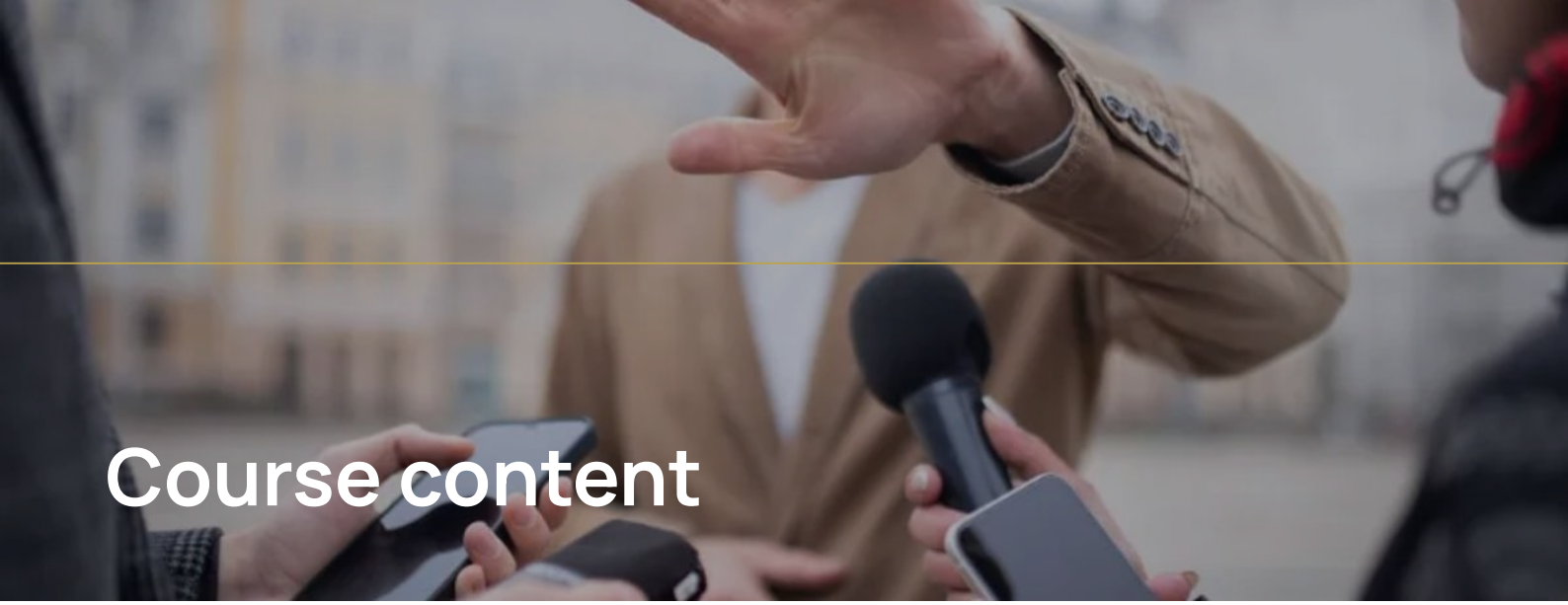
Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,860.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Singapore Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,820.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
London Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.-**



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Dates, venues and fees (continued)

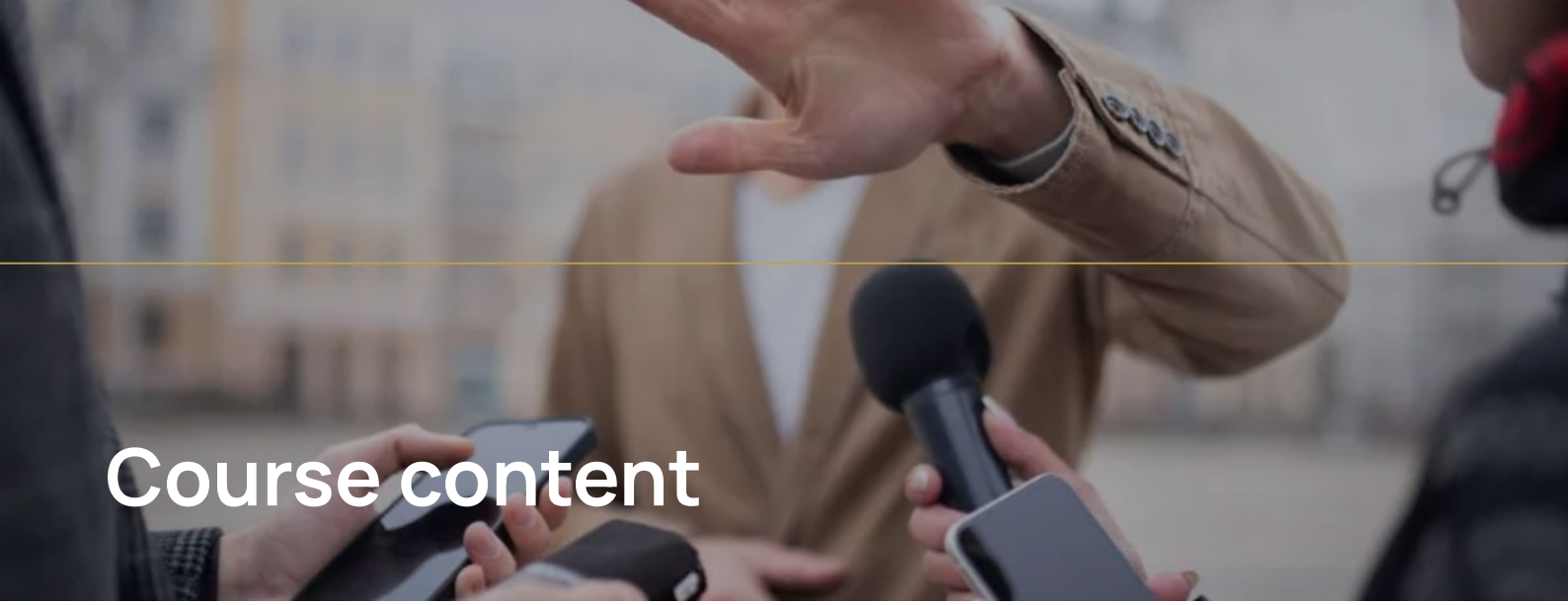
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.–**
Cape Town Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,890.–**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.–**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.–**
Online Confirmed dates	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.–**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,450.–**
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)
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,860.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Rome Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,450.–**
Online Confirmed dates	29 Nov 2027	3 Dec 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

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