

BUSINESS CONTINUITY AND CRISIS MANAGEMENT | COURSE BROCHURE

Operational Excellence in Crisis Management and Contingency Planning

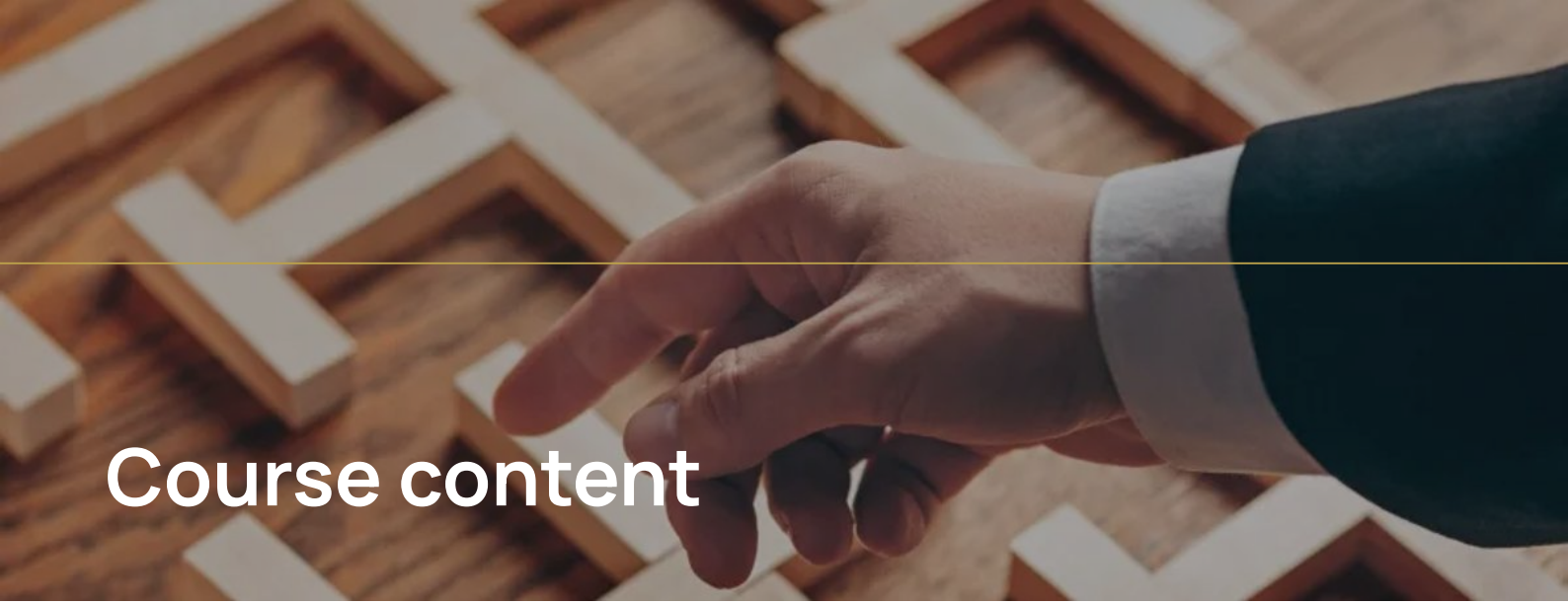
5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

This course focuses on developing operational excellence in crisis management and contingency planning. Participants will learn to assess risks, design effective response strategies, and implement robust contingency plans to ensure organisational resilience during crises, enhancing their ability to manage unexpected disruptions effectively.

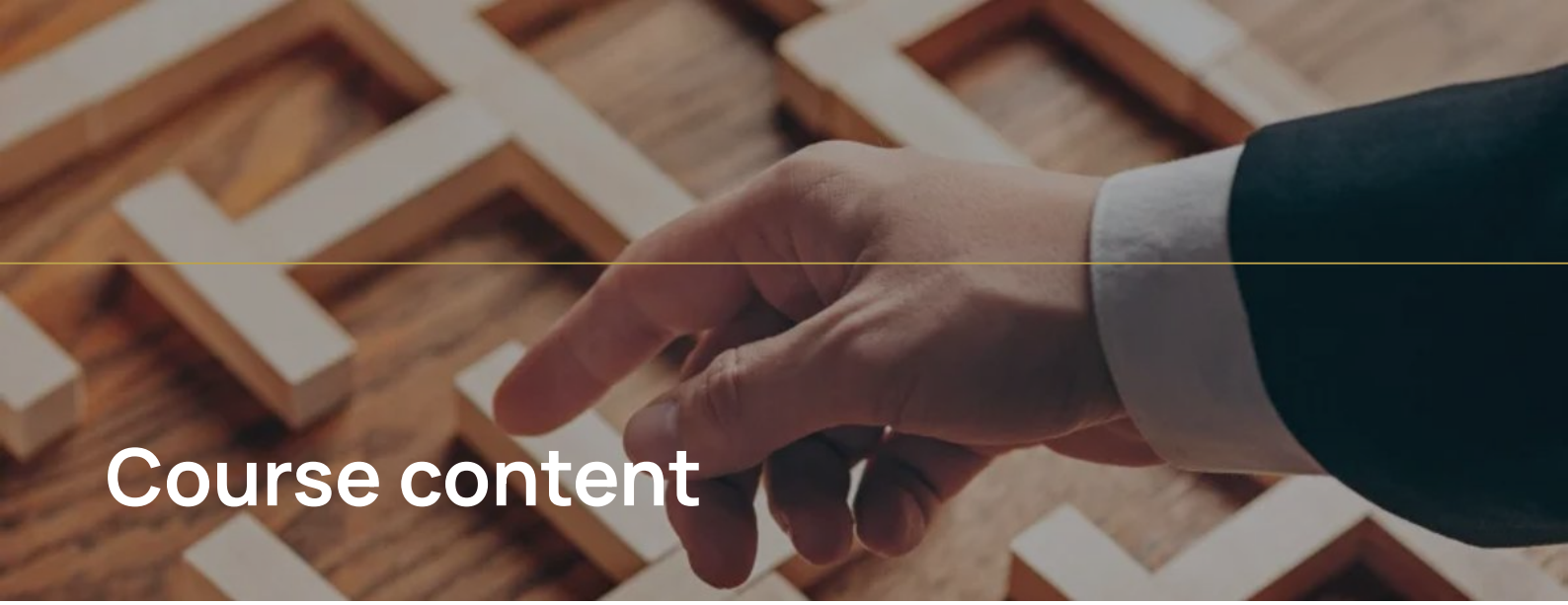
Crisis management is essential for organisations facing unexpected disruptions that can threaten their operations and reputation. Professionals must understand the complexities of various crises, including natural disasters, cyber-attacks, and public relations issues. This course addresses the critical need for effective strategies to mitigate risks and ensure organisational resilience. Participants will engage in practical exercises that simulate real-world scenarios, enabling them to develop and implement contingency plans tailored to their specific operational contexts. By honing these skills, they will be better equipped to lead their teams through crises, maintaining continuity and minimising disruption to services.
The ability to respond effectively during a crisis can significantly impact an organisation's recovery and long-term success. Participants will practice key decision-making skills, such as prioritising actions based on risk assessments and stakeholder needs. They will learn to construct comprehensive crisis communication plans that ensure clear messaging during emergencies, fostering trust and transparency with stakeholders. Through collaborative exercises, participants will enhance their leadership capabilities, learning to navigate the complexities of crisis situations while maintaining team morale. This course empowers professionals to not only react to crises but to proactively prepare their organisations for future challenges.

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 case studies, simulations, and group workshops to foster active learning. Participants will analyse crisis scenarios, develop contingency plans, and engage in role-playing exercises to practice their decision-making skills in high-pressure environments. Each day includes practical tasks that culminate in tangible outputs, such as crisis response frameworks and communication plans. This hands-on approach ensures that participants can apply theoretical knowledge to real-world situations, enhancing their capability to manage crises effectively. The collaborative nature of the course encourages peer feedback and shared learning, reinforcing the importance of teamwork in crisis management and the application of learned skills.



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Course objectives

By the end of this course, participants will be able to:
• Assess organisational vulnerabilities and risks in crisis scenarios through a structured analysis.
• Design a comprehensive contingency plan tailored to specific operational needs and crisis types.
• Evaluate the effectiveness of crisis management strategies through simulated exercises and peer review.
• Prioritise response actions based on risk assessments and organisational impact using established frameworks.
• Construct a crisis communication plan to ensure clear messaging during emergencies and stakeholder engagement.
• Justify the selection of tools and methods for effective crisis management based on case study analysis.

Target audience

This course is suitable for:
• Crisis Management Professionals: Responsible for developing and implementing crisis response strategies.
• Operations Managers: Oversee day-to-day operations and need to ensure continuity during crises.
• Risk Management Specialists: Focus on identifying and mitigating risks within the organisation.
• Business Continuity Planners: Design and maintain contingency plans to safeguard operations.

Target competencies

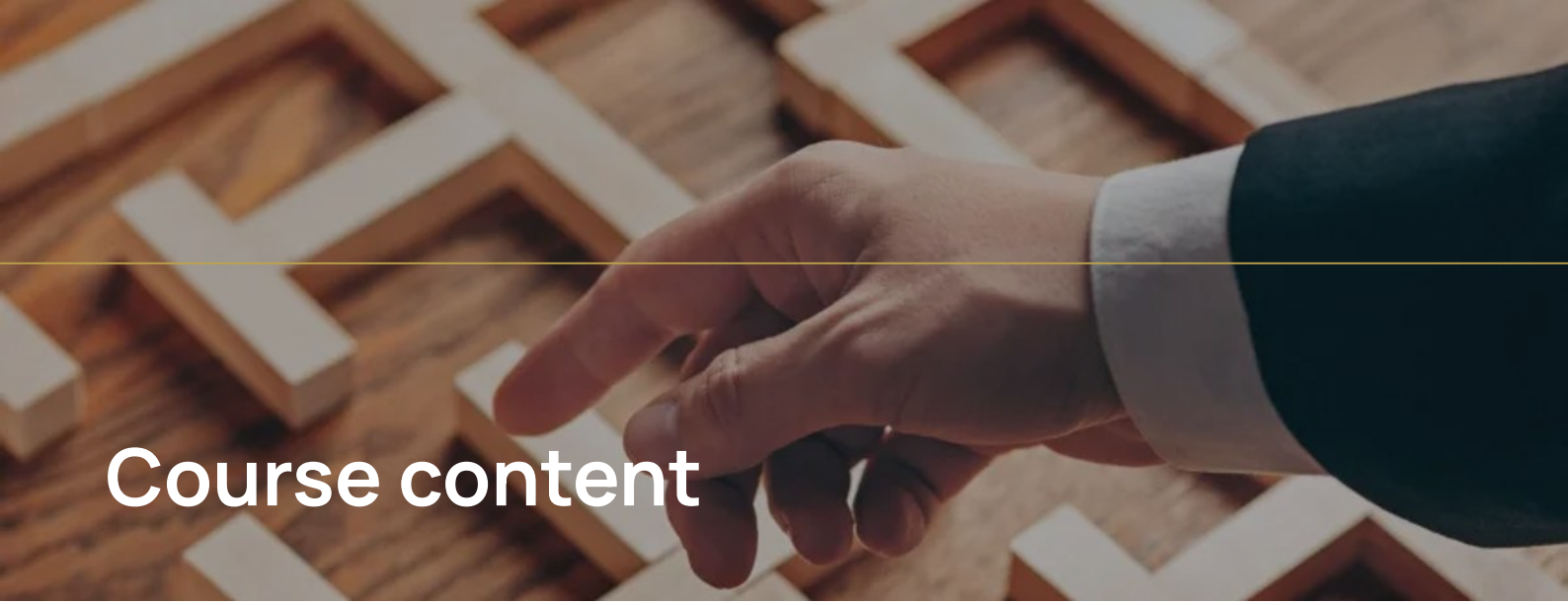
Participants will develop competencies in:
• Risk assessment and analysis in crisis contexts.
• Development of crisis response frameworks.
• Effective communication strategies during emergencies.
• Collaborative decision-making under pressure.
• Implementation of contingency planning processes.
• Evaluation of crisis management effectiveness.

Course outline

Day 1: Understanding Crisis Management Fundamentals

Applied activity: Participants will analyse a recent crisis case study, identifying key factors that contributed to its outcome. They will discuss lessons learned and propose alternative strategies that could have been employed to improve the response, focusing on practical applications in their own contexts.
Output: A report summarising the analysis, lessons learned, and proposed strategies.

09:00–09:54	Define crisis management and its importance in operational contexts.
09:54–10:48	Identify various types of crises and their potential impacts on organisations.



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10:48–11:00	Explore the principles of operational excellence in crisis situations.
11:00–11:30	**Coffee break**
11:30–12:12	Explore the principles of operational excellence in crisis situations. (continued)
12:12–13:06	Assess the role of leadership and team dynamics during crises.
13:06–14:00	Review case studies of successful and failed crisis management efforts.

Day 2: Risk Assessment and Vulnerability Analysis

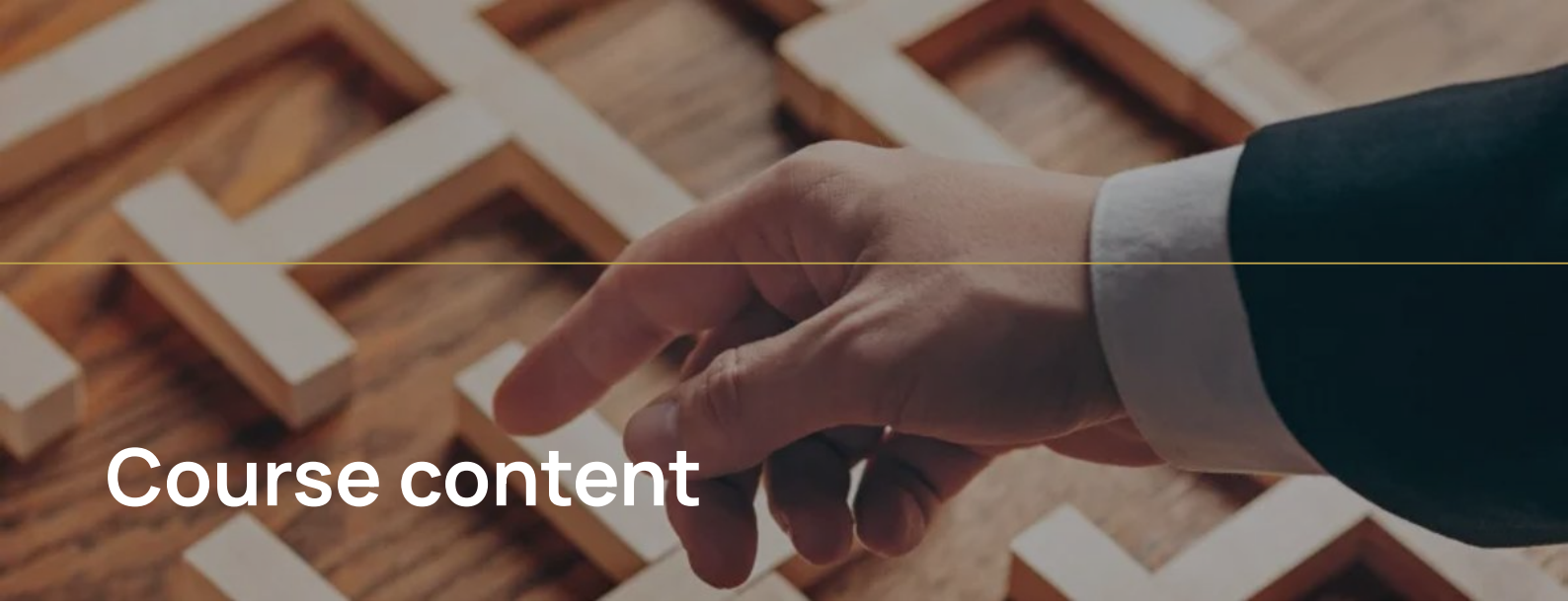
Applied activity: In groups, participants will conduct a risk assessment for a fictional organisation facing a specific crisis scenario. They will identify vulnerabilities, assess potential impacts, and prioritise risks accordingly, ensuring a comprehensive understanding of the organisation's risk landscape.
Output: A comprehensive risk register detailing identified risks, their assessments, and prioritisation.

09:00–09:54	Conduct a thorough risk assessment process for potential crises.
09:54–10:48	Identify organisational vulnerabilities and weaknesses in crisis scenarios.
10:48–11:00	Utilise risk assessment tools and frameworks to evaluate risks.
11:00–11:30	**Coffee break**
11:30–12:12	Utilise risk assessment tools and frameworks to evaluate risks. (continued)
12:12–13:06	Prioritise identified risks based on likelihood and impact assessments.
13:06–14:00	Develop a risk register for ongoing management and monitoring.

Day 3: Developing Effective Contingency Plans

Applied activity: Participants will create a contingency plan for their fictional organisation, detailing response actions, stakeholder roles, and activation criteria for a selected crisis scenario. They will present their plans for peer feedback, focusing on practical implementation.
Output: A detailed contingency plan document ready for implementation.

09:00–09:54	Outline the key components of a robust contingency plan.
09:54–10:48	Design contingency plans tailored to specific crises and organisational needs.
10:48–11:00	Incorporate stakeholder roles and responsibilities into the planning process.
11:00–11:30	**Coffee break**
11:30–12:12	Incorporate stakeholder roles and responsibilities into the planning process. (continued)



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12:12–13:06	Establish clear criteria for plan activation and deactivation.
13:06–14:00	Review best practices and industry standards in contingency planning.

Day 4: Crisis Communication Strategies

Applied activity: Participants will draft a crisis communication plan for their fictional organisation, focusing on key messages, target audiences, and communication channels for a specific crisis. They will role-play delivering these messages, ensuring clarity and effectiveness in communication.
Output: A crisis communication plan outlining key messages, strategies, and delivery methods.

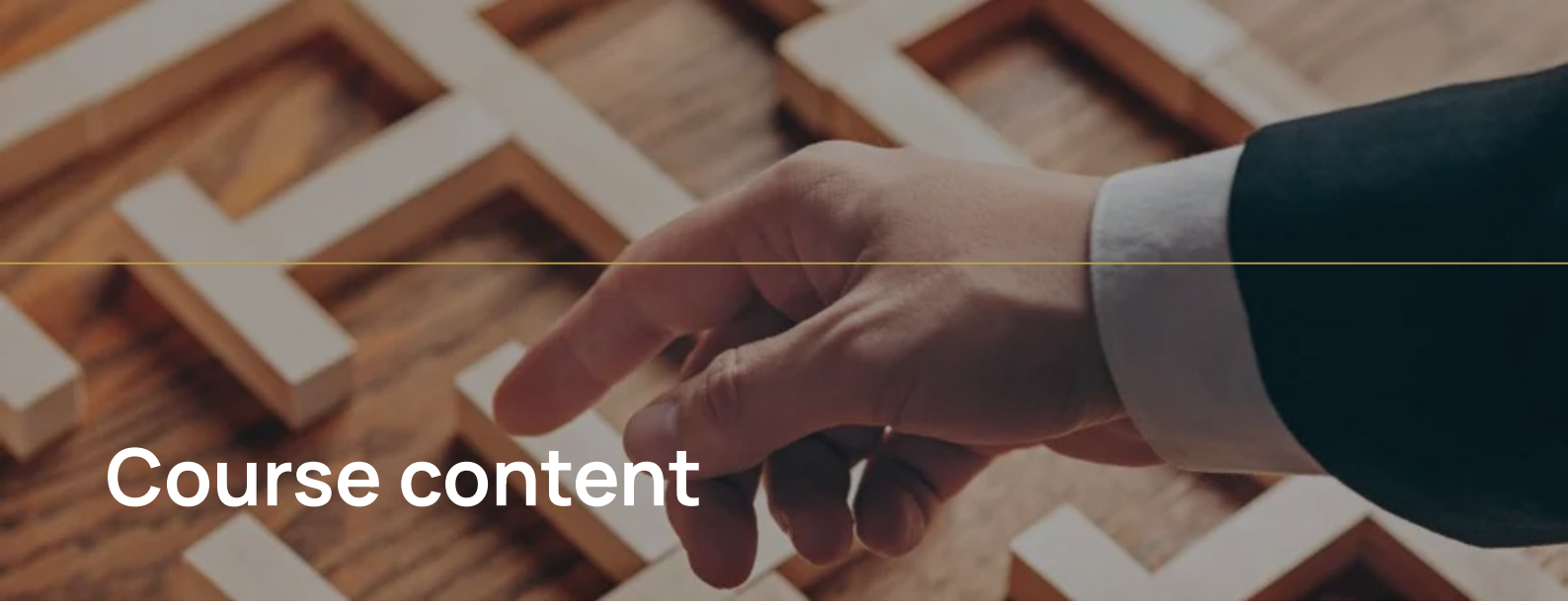
09:00–09:54	Understand the critical importance of communication during crises.
09:54–10:48	Develop a crisis communication plan framework that addresses key stakeholders.
10:48–11:00	Identify information needs and messaging strategies for different audiences.
11:00–11:30	**Coffee break**
11:30–12:12	Identify information needs and messaging strategies for different audiences. (continued)
12:12–13:06	Explore tools and channels for effective communication during emergencies.
13:06–14:00	Practice delivering messages under pressure in simulated scenarios.

Day 5: Integrated Crisis Management Simulation

Applied activity: Participants will engage in a full-day simulation of a crisis, requiring them to implement their contingency plans, communicate effectively, and adapt to evolving challenges. They will work in teams to navigate the crisis and make critical decisions, ensuring a collaborative approach.
Output: A debrief report summarising actions taken, lessons learned, and recommendations for future improvements.

09:00–09:54	Simulate a comprehensive crisis scenario involving multiple challenges and decision points.
09:54–10:48	Apply learned skills in risk assessment, planning, and communication during the simulation.
10:48–11:00	Evaluate team dynamics and decision-making effectiveness under pressure.
11:00–11:30	**Coffee break**
11:30–12:12	Evaluate team dynamics and decision-making effectiveness under pressure. (continued)
12:12–13:06	Reflect on performance and identify areas for improvement in crisis response.
13:06–14:00	Develop an action plan for real-world application of skills learned throughout the course.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



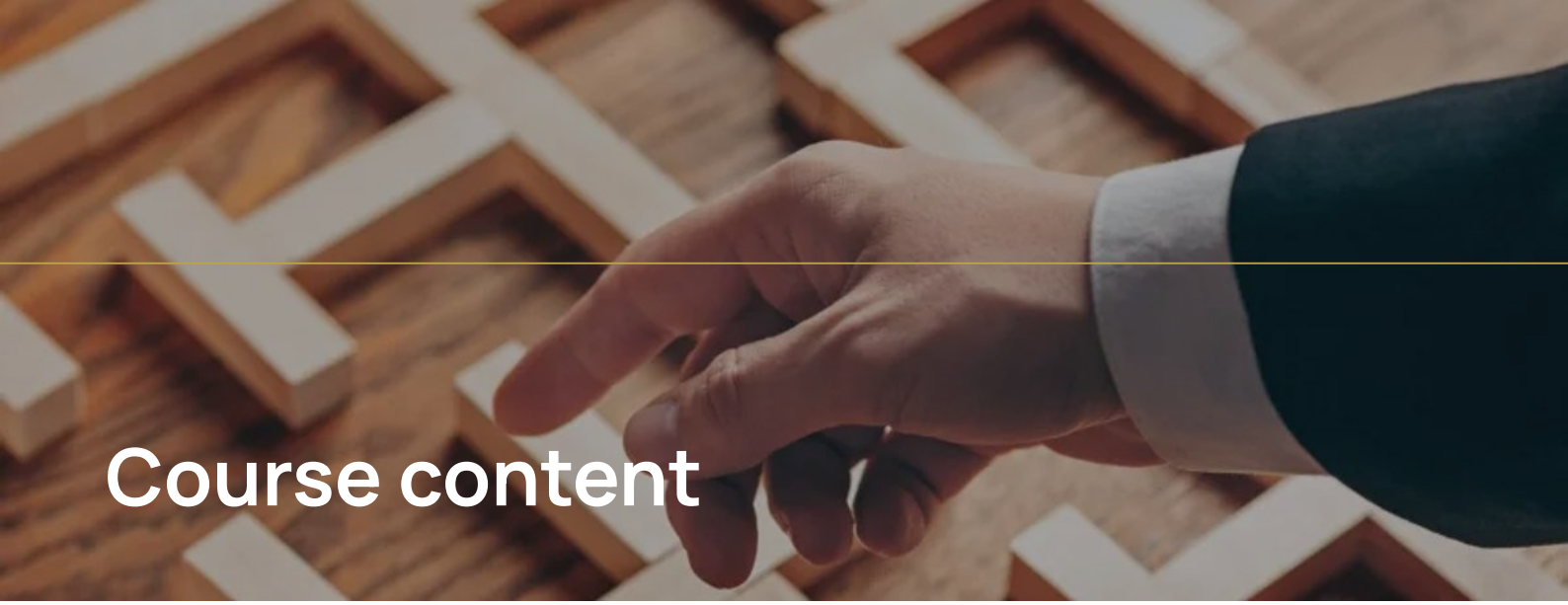
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sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

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

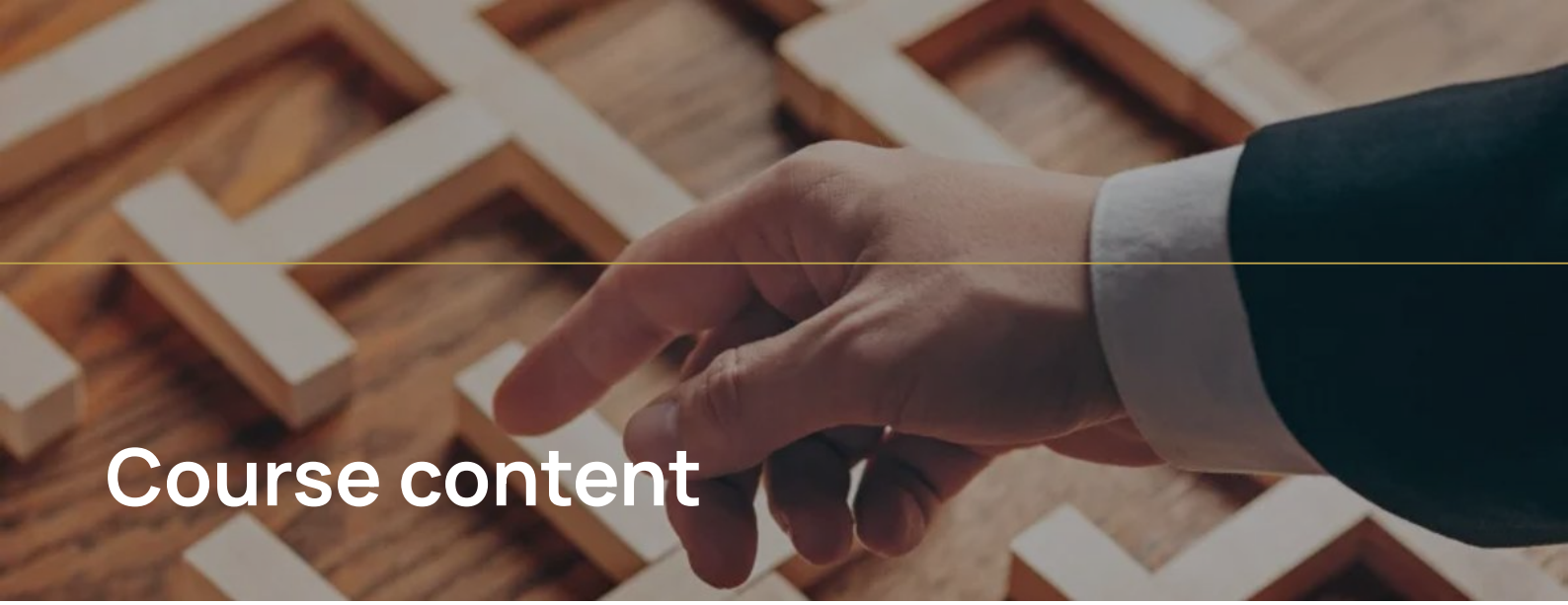
Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,820.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**€3,150.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Frankfurt Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,650.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**



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Dates, venues and fees (continued)

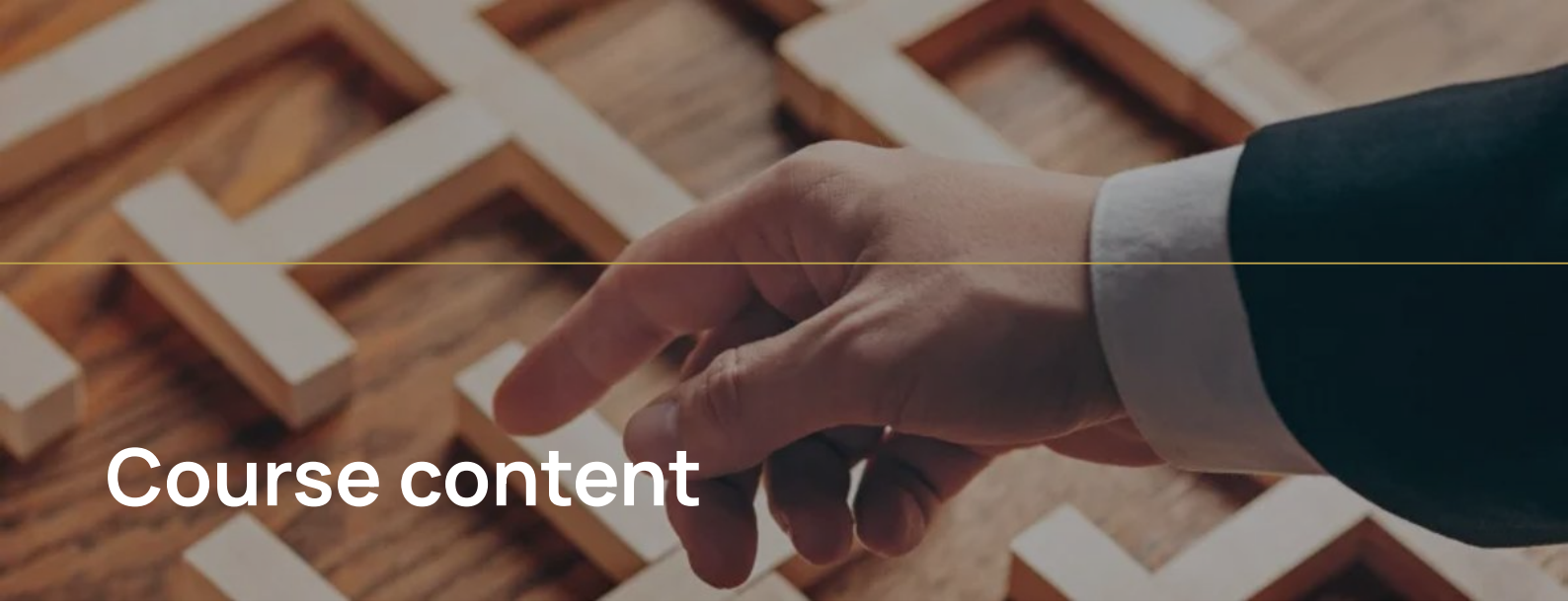
Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Paris Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,860.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Amsterdam Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,540.–**



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Dates, venues and fees (continued)

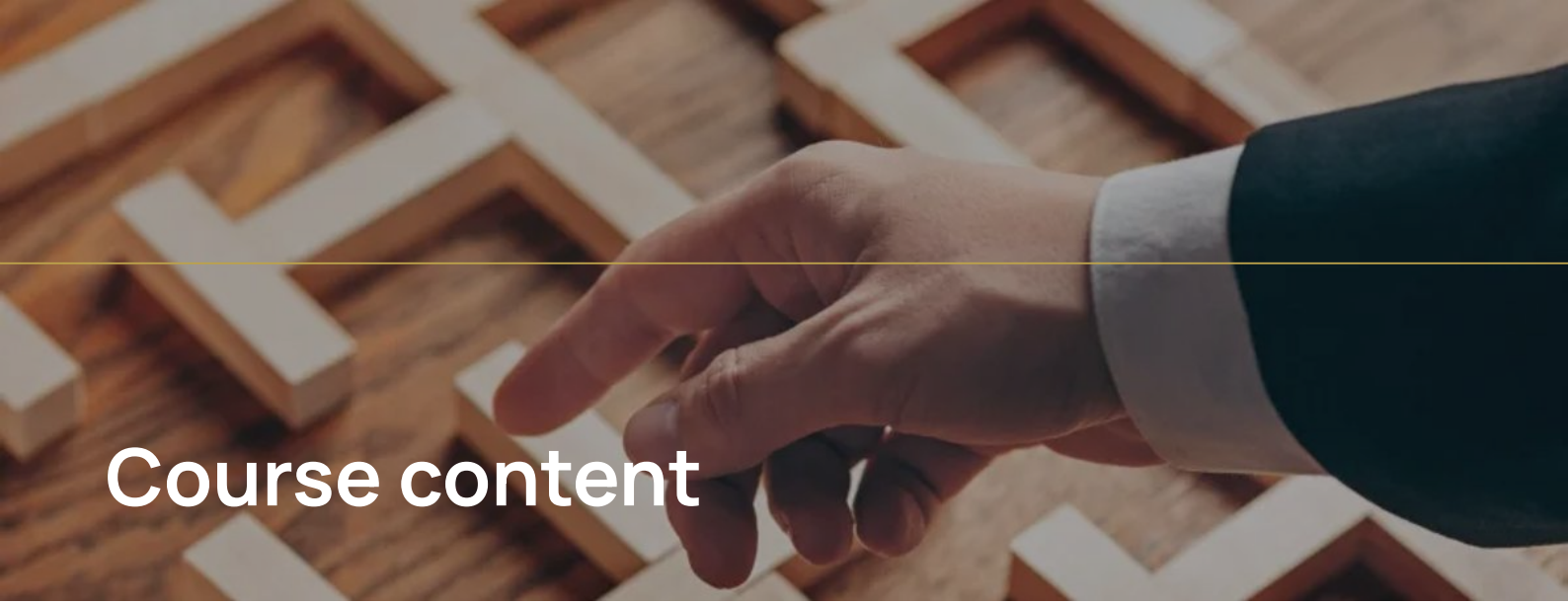
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Singapore Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,820.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Vienna Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,940.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**



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Dates, venues and fees (continued)

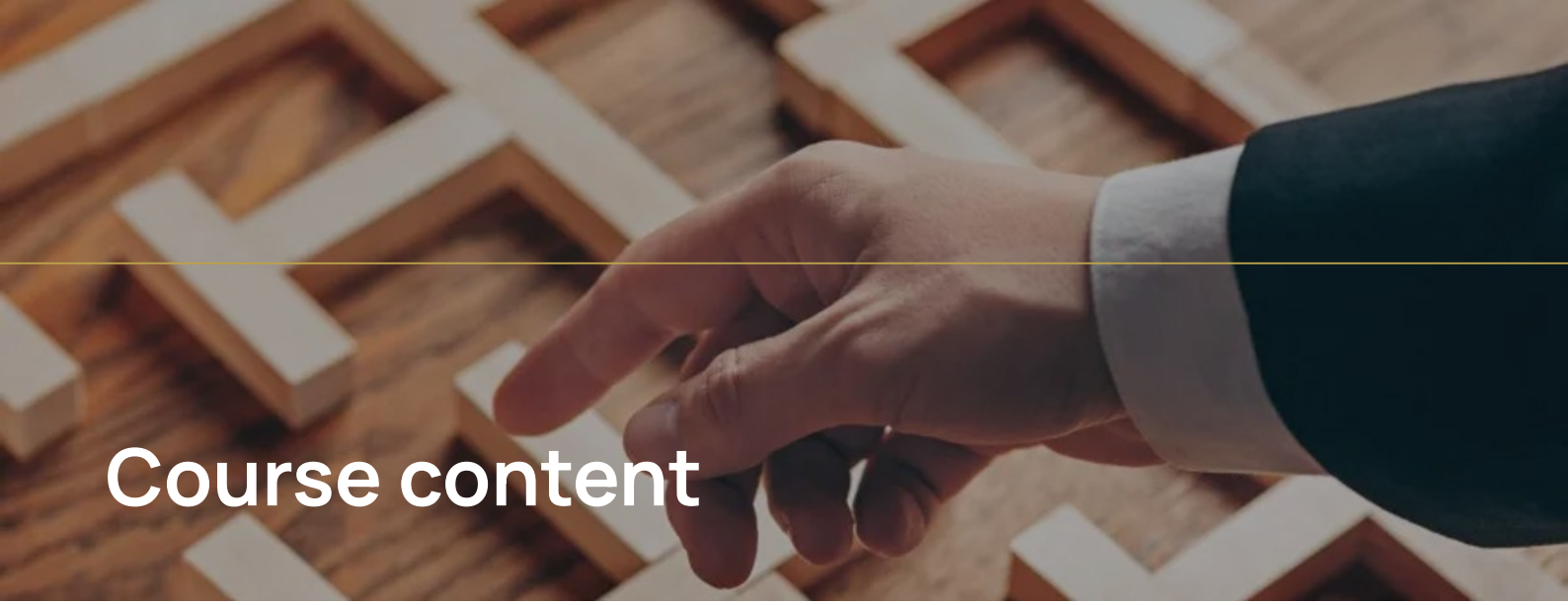
Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	3 May 2027	7 May 2027	**€2,650.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	17 May 2027	21 May 2027	**€1,450.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Barcelona Confirmed dates	24 May 2027	28 May 2027	**€2,840.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Paris Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,860.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Istanbul Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.–**



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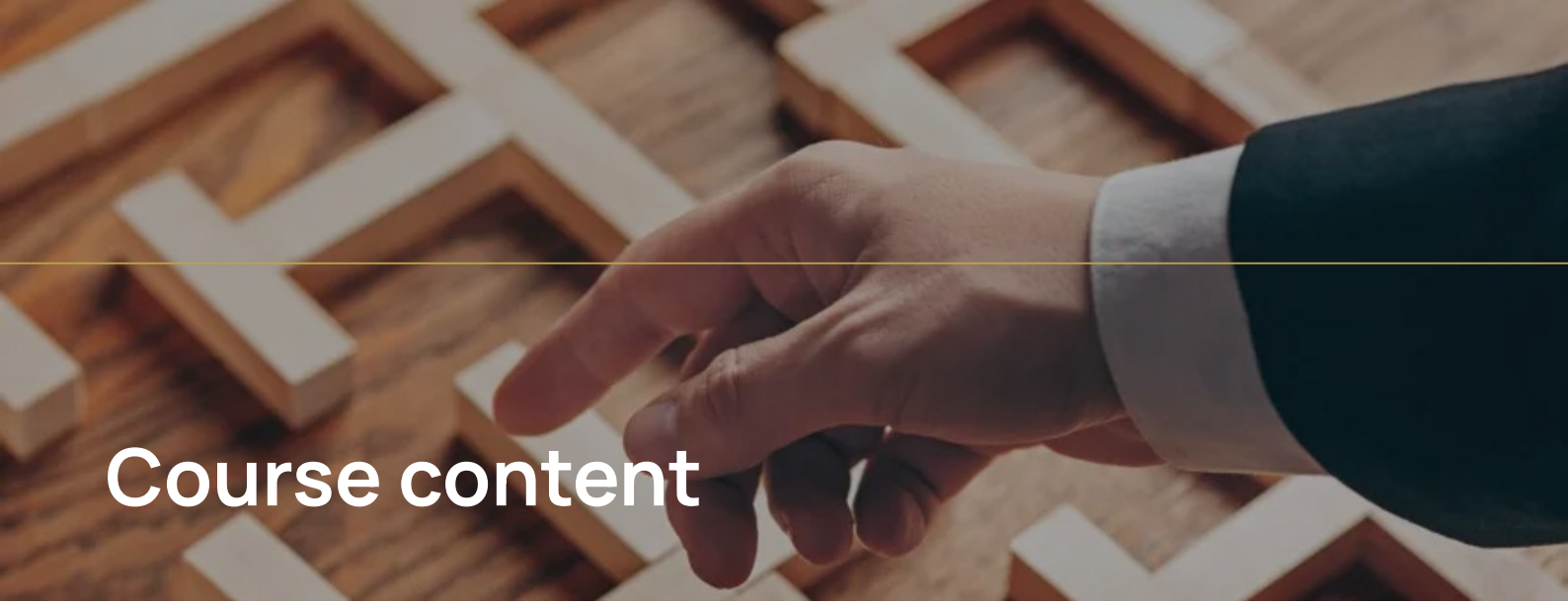
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,540.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Singapore Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,820.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,890.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**



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Dates, venues and fees (continued)

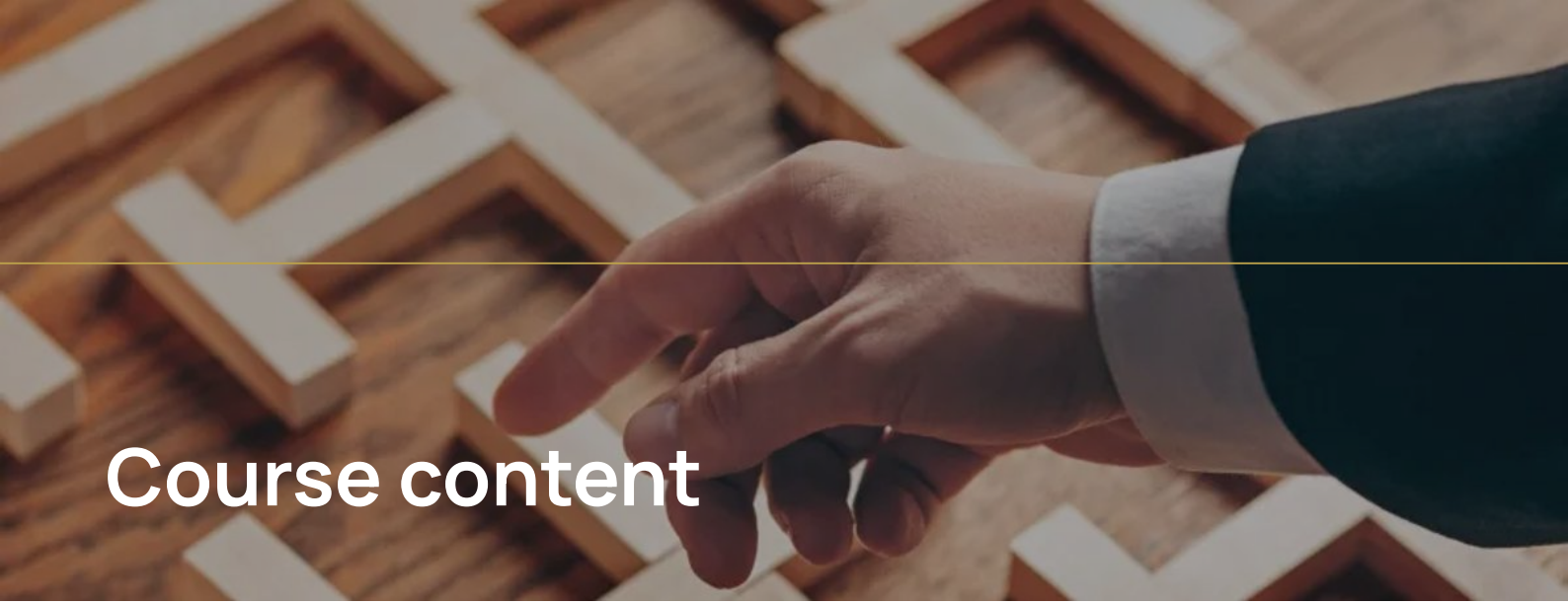
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,890.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Paris Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,860.-**



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Dates, venues and fees (continued)

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Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.–**
Istanbul Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,650.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
Amsterdam Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,540.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
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Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**
Rome Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**



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Dates, venues and fees (continued)

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London Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**€3,150.-**
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.

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