

BUSINESS CONTINUITY AND CRISIS MANAGEMENT | COURSE BROCHURE

Reputation Management in a Crisis

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

A crisis tests an organisation's reputation more than any advertising campaign. This course covers protecting reputation during crises: understanding stakeholder expectations, values-based decisions, transparency and accountability, apologies, engaging critics, social media dynamics and rebuilding trust afterwards.

How an organisation behaves in a crisis defines its reputation for years. You will learn to protect trust when it matters most.

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

Case studies of reputational crises, decision simulations, statement exercises and stakeholder role plays.

Course objectives

By the end of this course, participants will be able to:
• Assess reputational impacts of crises
• Make values-based decisions under pressure
• Communicate with transparency and accountability
• Use apologies appropriately
• Engage critics and stakeholders
• Rebuild trust after the crisis

Target audience

This course is suitable for:
• Senior executives
• Communication and PR leaders
• Crisis team members
• Legal and compliance advisers
• Board members



Course content

Target competencies

Participants will develop competencies in:

- Reputation assessment
- Values-based decisions
- Transparent communication
- Stakeholder engagement
- Trust rebuilding

Course outline

Day 1: Reputation at Risk

09:00–10:08	Reputation and crises
10:08–11:00	Case studies
11:00–11:30	**Coffee break**
11:30–11:45	Case studies (continued)
11:45–12:53	Stakeholders
12:53–14:00	Exercise

Day 2: Decisions

09:00–10:08	Values-based choices
10:08–11:00	Legal versus reputational advice
11:00–11:30	**Coffee break**
11:30–11:45	Legal versus reputational advice (continued)
11:45–12:53	Simulation
12:53–14:00	Discussion

Day 3: Communication

09:00–10:08	Transparency
10:08–11:00	Accountability
11:00–11:30	**Coffee break**



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11:30–11:45	Accountability (continued)
11:45–12:53	Apologies
12:53–14:00	Workshop

Day 4: Stakeholders

09:00–10:08	Critics and activists
10:08–11:00	Social media
11:00–11:30	**Coffee break**
11:30–11:45	Social media (continued)
11:45–12:53	Regulators
12:53–14:00	Role play

Day 5: Rebuilding Trust

09:00–10:08	Actions over words
10:08–11:00	Long-term recovery
11:00–11:30	**Coffee break**
11:30–11:45	Long-term recovery (continued)
11:45–12:53	Measuring trust
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)
Vienna Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,940.–**
Online Confirmed dates	23 Nov 2026	27 Nov 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.–**
Rome Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Dubai Confirmed dates	22 Feb 2027	26 Feb 2027	**€3,150.–**



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	15 Mar 2027	19 Mar 2027	**€1,890.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Vienna Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,940.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,890.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
London Confirmed dates	10 May 2027	14 May 2027	**€2,450.–**
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)
Istanbul Confirmed dates	31 May 2027	4 Jun 2027	**€2,650.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Paris Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,860.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Rome Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,450.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Barcelona Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,840.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.-**



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.-**
Amsterdam Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,540.-**
Online Confirmed dates	6 Sept 2027	10 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.-**
Barcelona Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,840.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Frankfurt Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,650.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

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.-**
Kuala Lumpur Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,450.-**
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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