

BUSINESS CONTINUITY AND CRISIS MANAGEMENT | COURSE BROCHURE

Strategic Crisis Management, Incorporating Security & Major Emergency Response

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

This course equips professionals with strategic crisis management skills, focusing on security and major emergency response. Participants will learn to assess risks, develop response plans, and implement effective communication strategies to manage crises effectively within their organisations.

Crisis situations can arise unexpectedly, impacting operations, reputation, and safety. Professionals must be prepared to respond swiftly and effectively to minimise damage and ensure safety. Understanding strategic crisis management is essential for maintaining organisational resilience and public trust. Participants will learn to identify potential threats, assess their impact, and develop actionable response strategies. This course will also cover the integration of security measures into crisis management, ensuring a comprehensive approach that addresses both immediate and long-term concerns. By honing these skills, participants will be better equipped to lead their organisations through turbulent times and safeguard their assets and personnel.
Effective crisis management requires a combination of strategic planning, communication, and coordination among various stakeholders. Participants will engage in practical exercises that simulate real-world crisis scenarios, allowing them to develop skills in risk assessment, crisis communication, and emergency response planning. They will practice making informed decisions under pressure, ensuring they can lead their teams effectively during emergencies. Additionally, the course will emphasise the importance of post-crisis evaluation and continuous improvement, enabling participants to refine their strategies and enhance their organisation's resilience. This comprehensive skill set is vital for professionals tasked with navigating complex crises.

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 enhance learning outcomes. Participants will analyse crisis scenarios, develop strategic response plans, and engage in role-playing exercises to practice decision-making under pressure. Specific exercises will include crisis communication drills and emergency response simulations, allowing participants to apply theoretical knowledge in practical contexts. Outputs include crisis management plans, communication strategies, and risk assessment reports tailored to specific scenarios, providing tangible evidence of learning. This hands-on approach ensures that participants not only understand the concepts but also gain the confidence to implement them effectively in their organisations. The integration of feedback and peer review further solidifies their learning experience.



Course content

Course objectives

By the end of this course, participants will be able to:
• Analyse potential crisis scenarios and their impact on organisational operations and reputation.
• Develop a comprehensive crisis management plan that addresses security and emergency response.
• Assess the effectiveness of communication strategies during various crisis situations.
• Prioritise actions and resources in response to a major emergency scenario.
• Construct a risk assessment matrix for identifying organisational vulnerabilities.
• Justify the selection of specific crisis management tools and frameworks for real-world application.
• Evaluate post-crisis responses to improve future crisis management strategies and plans.
• Design a training programme for staff to enhance crisis preparedness and response capabilities.

Target audience

This course is suitable for:
• Crisis Management Professionals: Responsible for developing and implementing crisis strategies.
• Security Managers: Oversee security protocols and emergency response plans.
• Emergency Response Coordinators: Manage on-the-ground response during crises.
• Business Continuity Planners: Ensure operational resilience during emergencies.

Target competencies

Participants will develop competencies in:
• Crisis assessment and analysis skills.
• Strategic planning for crisis management.
• Effective communication in high-pressure situations.
• Resource prioritisation and allocation during emergencies.
• Risk identification and mitigation techniques.
• Collaboration and leadership in crisis response.
• Post-crisis evaluation and improvement strategies.

Course outline

Day 1: Understanding Crisis Dynamics

Applied activity: Participants will analyse a fictional crisis scenario involving a data breach and its implications for the organisation. They will identify key stakeholders, outline initial response steps, and discuss potential impacts on operations and reputation.
Output: A preliminary crisis response outline addressing stakeholder communication and immediate actions.



Course content

09:00–09:54	Defining crisis management and its importance in organisations.
09:54–10:48	Identifying types of crises: natural disasters, security breaches, and public relations issues.
10:48–11:00	Exploring the crisis lifecycle and phases of response.
11:00–11:30	**Coffee break**
11:30–12:12	Exploring the crisis lifecycle and phases of response. (continued)
12:12–13:06	Understanding the role of leadership in managing crises effectively.
13:06–14:00	Examining case studies of successful and failed crisis management responses.

Day 2: Risk Assessment and Planning

Applied activity: Using a provided template, participants will conduct a risk assessment for their organisation, identifying vulnerabilities and potential crises. They will draft a crisis management framework based on their findings, including roles and responsibilities for crisis response.
Output: A detailed risk assessment report and a draft crisis management framework outlining key components.

09:00–09:54	Conducting a comprehensive risk assessment for potential crises and their impacts.
09:54–10:48	Developing a crisis management framework tailored to organisational needs and resources.
10:48–11:00	Identifying critical resources and response teams for effective crisis management.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying critical resources and response teams for effective crisis management. (continued)
12:12–13:06	Creating a crisis communication plan for internal and external audiences during crises.
13:06–14:00	Establishing protocols for crisis escalation and management to ensure readiness.

Day 3: Crisis Communication Strategies

Applied activity: Participants will develop a crisis communication strategy for a simulated environmental disaster affecting their organisation. They will create key messages for different stakeholders, including employees, customers, and the media, ensuring clarity and consistency in communication.
Output: A comprehensive crisis communication strategy document detailing key messages and channels.

09:00–09:54	Understanding the principles of effective crisis communication and messaging.
09:54–10:48	Identifying key messages and target audiences during a crisis situation.
10:48–11:00	Utilising various communication channels for effective crisis messaging.



Course content

11:00–11:30	**Coffee break**
11:30–12:12	Utilising various communication channels for effective crisis messaging. (continued)
12:12–13:06	Developing a media response strategy and handling press inquiries during crises.
13:06–14:00	Evaluating communication effectiveness post-crisis to improve future responses.

Day 4: Emergency Response Coordination

Applied activity: In groups, participants will simulate an emergency response to a fictional natural disaster, coordinating roles and resources in real-time. They will assess their response effectiveness, focusing on communication and resource allocation during the exercise.
Output: A debrief report detailing the response actions taken, lessons learned, and recommendations for improvement.

09:00–09:54	Understanding the roles of emergency response teams and their coordination during crises.
09:54–10:48	Developing incident command structures for effective crisis response management.
10:48–11:00	Practicing decision-making under pressure during emergency scenarios and drills.
11:00–11:30	**Coffee break**
11:30–12:12	Practicing decision-making under pressure during emergency scenarios and drills. (continued)
12:12–13:06	Utilising technology and tools for crisis response management and coordination.
13:06–14:00	Evaluating the effectiveness of emergency response plans through simulations and feedback.

Day 5: Integrated Crisis Management Simulation

Applied activity: Participants will engage in a comprehensive simulation involving a coordinated response to a major crisis, integrating all learned skills and strategies. They will work in teams to manage the crisis effectively, making real-time decisions and adjustments based on evolving scenarios.
Output: A final crisis management action plan based on the simulation outcomes and team evaluations.

09:00–09:54	Bringing together crisis management, communication, and emergency response strategies.
09:54–10:48	Conducting a full-scale simulation of a multi-faceted crisis scenario involving various stakeholders.
10:48–11:00	Evaluating team performance and decision-making processes during the crisis simulation.
11:00–11:30	**Coffee break**
11:30–12:12	Evaluating team performance and decision-making processes during the crisis simulation. (continued)



Course content

12:12–13:06	Identifying areas for improvement in crisis management plans based on simulation outcomes.
13:06–14:00	Developing an action plan for future crisis preparedness and response enhancements.

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)
Singapore Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,820.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
London Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.–**
Online Confirmed dates	23 Nov 2026	27 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.–**
Frankfurt Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Barcelona Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,840.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€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.-**
Paris Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,860.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Istanbul Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,650.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,540.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Cape Town Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,890.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Singapore Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,820.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
London Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Frankfurt Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,650.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Vienna Confirmed dates	3 May 2027	7 May 2027	**€2,940.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	10 May 2027	14 May 2027	**€1,450.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Paris Confirmed dates	24 May 2027	28 May 2027	**€2,860.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,650.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,540.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Rome Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Singapore Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,820.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
London Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Dubai Confirmed dates	9 Aug 2027	13 Aug 2027	**€3,150.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,650.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,890.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,860.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,650.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,540.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Rome Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**
Singapore Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,820.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
London Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Frankfurt Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.-**
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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