



Consulting and Training | Reach New Heights

Course Name

Crisis Communication Skills

Sector Name

Interpersonal Skills and Self Development

Document Type

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Crisis Communication Skills

Course Introduction

Crisis management is essential in any form of business. At some point, companies will be challenged with a crisis, and the failure to respond can cause serious damage to the company's bottom line, stakeholders, and public image. However, a well-planned and well-built communication plan during an incident and crisis will surely help the company to actively manage a situation and protect internal and external stakeholders.

This training course is designed to provide delegates with the relevant concepts and key steps that an organization must take to avoid larger damage from an incident or crisis through an effective communication plan.

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Crisis Communication Skills

Target Audience

- ✓ Executive Secretaries
- ✓ Executive Personal Secretaries
- ✓ Personal Secretaries
- ✓ Executive Assistants
- ✓ Personal Assistants
- ✓ Office Managers
- ✓ Administration Managers
- ✓ Management Secretaries
- ✓ Senior Assistants

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Crisis Communication Skills

Learning Objectives

- ✓ Gain a comprehensive understanding of the importance of an incident and crisis communication plan.
- ✓ Enhance practical skills enabling effective communication at the time of an incident or crisis.
- ✓ Utilize the techniques and technologies involved in crisis communication
- ✓ Conduct an assessment for personal and organizational readiness in responding to the crisis.
- ✓ Create an effective incident and crisis response communication plan for the respective organization.

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Crisis Communication Skills

Course Outline

✓ 01 Day One

Communication At The Time Of A Crisis Or Incident

- ✓ Key principles of crisis communication and incident response
- ✓ What is your crisis?
- ✓ What is a crisis?
- ✓ Reputation management – what price your reputation?
- ✓ Why crises are different
- ✓ Who is interested? An exploration of those who want to know what is going on – and why you must communicate
- ✓ Creating a crisis or incident plan
- ✓ Why do you need a plan?
- ✓ Types of plan
- ✓ How to start the planning process?
- ✓ What to include in a crisis plan?
- ✓ Key Activities and Roles & Responsibilities required for Effective Incident and Crisis Management
- ✓ Identifying Escalation and Activation Policies
- ✓ Structuring to respond. A look at putting together the necessary systems, teams, and facilities to meet the threat

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Crisis Communication Skills

Course Outline

✓ 02 Day Two

Media Management

- ✓ The media environment
- ✓ Media: friend or foe?
- ✓ Using Top Strategies when Interacting with the Media
- ✓ Confidence in Managing Media Interviews
- ✓ Abilities in Handling the Media Ambush
- ✓ Managing with on-site media
- ✓ Establishing and running a communications control cell
- ✓ Establishing a media center
- ✓ Communication formats and strategies (includes practical exercises)
- ✓ Timelines for incident communication response
- ✓ Creating & delivering news statements
- ✓ Media interviews session
- ✓ Media briefings
- ✓ News conferences

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Course Outline

✓ 03 Day Three

Social media and crisis communication

- ✓ Orientation to Digital & Social Media
- ✓ Understanding how Social Media can become a Crisis in Itself
- ✓ Citizen Journalists
- ✓ Social Media and Crisis: Positive Use of Social Media during the Crisis
- ✓ Ethical Issues with Social Media
- ✓ Case Studies

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Crisis Communication Skills

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 14, 2026	Sept. 16, 2026	3 days	3250.00 \$	UAE , Dubai
Jan. 18, 2027	Jan. 20, 2027	3 days	3250.00 \$	UAE , Abu Dhabi
Jan. 25, 2027	Jan. 27, 2027	3 days	3950.00 \$	Spain , Madrid
Nov. 29, 2026	Dec. 1, 2026	3 days	3250.00 \$	Bahrain , Manama

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info@boostuae.com info@boostorg.com

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