



Consulting and Training | Reach New Heights

Course Name

Crisis Communication and Public Relations in HSE

Sector Name

Health, Safety and Environment

Document Type

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Crisis Communication and Public Relations in HSE

Course Introduction

This intensive **five-day course** is designed to equip participants with the essential knowledge and skills required to effectively manage crisis communication and public relations within the context of Health, Safety, and Environment (HSE).

Through a combination of theoretical learning and practical case studies, participants will gain insights into crisis communication strategies, stakeholder engagement, media relations, and reputation management in the HSE sector.

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Target Audience

- ✓ This course is suitable for professionals working in health, safety, and environmental management, as well as individuals involved in public relations, corporate communications, and crisis management.
- ✓ It is ideal for HSE managers, communication officers, PR executives, and those responsible for maintaining organizational reputation during crises.

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Crisis Communication and Public Relations in HSE

Learning Objectives

- ✓ Understand the fundamentals of crisis communication and its importance in HSE management.
- ✓ Identify potential HSE crises and develop proactive communication strategies to mitigate risks.
- ✓ Learn effective techniques for stakeholder engagement and building trust with key audiences.
- ✓ Master media relations tactics to manage the flow of information during crises and protect organizational reputation.
- ✓ Develop crisis communication plans and protocols tailored to the specific needs of HSE organizations.
- ✓ Gain practical insights from real-world case studies and best practices in crisis communication and public relations.
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Crisis Communication and Public Relations in HSE

Course Outline

✓ DAY 01

Introduction to Crisis Communication in HSE

- ✓ Overview of crisis communication principles
- ✓ Understanding the unique challenges of HSE crises
- ✓ Case studies: Learning from past HSE crises

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Course Outline

✓ Day 02

Proactive Communication Strategies

- ✓ Identifying potential HSE risks and vulnerabilities
- ✓ Developing proactive communication plans
- ✓ Stakeholder mapping and engagement strategies

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Course Outline

✓ Day 03

Media Relations in HSE Crises

- ✓ Role of the media in HSE crisis communication
- ✓ Media training for HSE professionals
- ✓ Handling media inquiries and interviews

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Course Outline

✓ Day 04

Crisis Communication Planning and Execution

- ✓ Creating effective crisis communication plans
- ✓ Crisis communication team roles and responsibilities
- ✓ Simulation exercises: Responding to simulated HSE crises

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Course Outline

✓ Day 05

Reputation Management and Aftermath

- ✓ Managing reputation during and after HSE crises
- ✓ Rebuilding trust and credibility with stakeholders
- ✓ Evaluating crisis communication effectiveness and lessons learned

Throughout the course, interactive discussions, group activities, and practical exercises will reinforce learning objectives and encourage active participation from participants.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 14, 2026	Sept. 18, 2026	5 days	5950.00 \$	USA , Los Angeles
Nov. 29, 2026	Dec. 3, 2026	5 days	4250.00 \$	KSA , Riyadh
March 15, 2027	March 19, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
May 24, 2027	May 28, 2027	5 days	4250.00 \$	UAE , Dubai

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