



**Crisis Communication
Programme (5 days)**



**SHORT COURSES
FOR PROFESSIONALS**

Crisis Communication Programme (5 days)



Course overview

This five-day advanced crisis communication training programme covers PR crisis strategy and response in both traditional and social media. You will learn to create systems enabling immediate crisis communication, and to direct practical media and online engagement. Training includes videotaped interview coaching in a realistic rolling crisis scenario.

LEARNING OUTCOMES

After this course, you will be able to:

- Prepare a crisis communication strategy and practical plan
- Conduct crisis risk assessment including issues mapping
- Design best-practice crisis communication systems, teams and protocols
- Create crisis resources such as manuals and online platforms
- Manage communication proactively during and after a crisis event
- Create decisive crisis messages, positioning and response tactics response
- Engage confidently with journalists and in social media during a crisis
- Perform effectively even in the most challenging of crisis interviews

Who should attend?

This is an advanced-level course designed for learners in senior roles, aspiring to mastery and innovation. Learning is pitched at a level to help you to synthesise best practice and direct strategic implementation. This course is recommended for all those involved in planning, preparing and responding to a crisis affecting an organisation, whether as executive managers, spokespeople or communication professionals.

Course agenda



Day 1: Reputation and issues

This module covers how to manage corporate reputation strategically in communication and stakeholder engagement.

- Strategic reputation management
- Reputation, authenticity and ethics
- Stakeholder engagement
- Strategic issues management

Day 2: Crisis communication

This module covers how to ready your communication function to respond rapidly and effectively in a crisis, in order to manage perceptions in media and online.

- Crisis communication strategy
- Crisis radar: risk assessment and issues mapping
- Crisis systems, teams and protocols
- Crisis communication resources and planning

Day 3: Crisis media engagement

This module covers how to engage the press during a PR crisis and how to take control of communication in the crucial early moments after a negative news event.

- Seizing the golden hour
- Crisis positioning
- Online crisis communication
- Crisis media engagement

Day 4: Online reputation

This module deals with how to track your reputation online and design your online output and engagement such that stakeholders get the right message when they search or discuss your brand online.

- Blogging and content production
- Media engagement online
- Search engine optimisation (SEO)
- Monitoring and engagement

Day 5: Online crisis

This module covers how to take command of communication in a crisis situation across all key social platforms including Twitter, YouTube and Facebook.

- Principles of online crisis communication and PR
- Digital channels and platforms for crisis communications
- Online crisis communication strategy and planning
- Online crisis communication response and engagement



Training at ISOC



About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).

WHAT TO EXPECT

Learning at ISOC is fun, stimulating and effective

- Classes are based on interactive learning not lectures
- Training is built on real-world skills, not abstract theory
- Courses are short and intensive, designed for busy professionals
- Content is updated to continually to reflect innovations in best practice
- ISOC Accredited Trainer Programme faculty are senior industry professionals

**ISOC courses are fun, stimulating,
interesting, and designed around
practical skills that you can put to
work straight away**



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