

Course No. 1328

Crisis Communication Training Course

**CRISIS, RESILIENCE & BUSINESS CONTINUITY MANAGEMENT
BUSINESS, MANAGEMENT & LEADERSHIP**

DURATION

5 Days

LOCATION

Casablanca, Morocco

DELIVERY

Classroom

DATES

4 – 8 Jan 2027



Scheduled Event Details

CITY	Casablanca, Morocco
DATE	4 – 8 Jan 2027
DELIVERY TYPE	Classroom
COURSE FEE	€4,300

Course Overview

The Crisis Communication Training Course provides a comprehensive professional framework for managing communication before, during, and after organizational crises. The course develops the capabilities required to communicate accurate, timely, consistent, and credible information when organizations are operating under pressure, uncertainty, rapidly changing circumstances, and heightened stakeholder expectations. It focuses on crisis communication as a strategic management capability that supports organizational resilience, reputation, business continuity, and effective crisis response.

During a crisis, communication can directly influence stakeholder confidence, operational coordination, decision-making, employee behavior, and organizational reputation. Delayed, inconsistent, unclear, or poorly coordinated messages can increase uncertainty and create additional operational and reputational challenges. This course equips participants with practical approaches for assessing communication requirements, identifying stakeholders, developing key messages, managing communication channels, coordinating internal and external communications, and responding effectively to emerging information.

The course addresses the complete crisis communication process, including communication planning, stakeholder mapping, crisis messaging, media relations, internal communication, executive communication, digital and social media communication, information verification, rumor management, escalation, spokesperson responsibilities, and post-crisis communication. Participants will also examine how crisis communication integrates with crisis management, business continuity, emergency response, risk management, organizational resilience, and corporate reputation management.

Through practical case studies, communication exercises, scenario-based discussions, media simulations, and crisis response workshops, participants will develop the ability to prepare and

deliver effective crisis messages under pressure. The course also emphasizes communication governance, approval processes, coordination between departments, documentation, lessons learned, and continuous improvement to help organizations strengthen their communication readiness and maintain stakeholder confidence during critical events.

Objectives

- Analyze the principles of crisis communication and their role in supporting effective crisis management, organizational resilience, and business continuity during the course.
- Develop a structured crisis communication framework covering preparation, response, recovery, stakeholder engagement, and post-crisis improvement.
- Evaluate communication risks associated with different crisis scenarios and determine their potential impact on employees, customers, regulators, partners, media, and organizational reputation.
- Apply stakeholder mapping techniques to identify priority audiences, communication needs, information requirements, and appropriate communication channels.
- Design clear, accurate, timely, and audience-specific crisis messages that support organizational objectives and response priorities.
- Improve the ability to communicate effectively under pressure while managing incomplete, changing, or sensitive information.
- Strengthen spokesperson and executive communication capabilities through practical media and stakeholder engagement techniques.
- Implement appropriate internal communication processes to maintain employee awareness, coordination, confidence, and operational alignment during crises.
- Assess traditional, digital, and social media risks and apply appropriate approaches for monitoring, responding, and maintaining message consistency.
- Develop practical approaches for managing rumors, misinformation, conflicting information, and rapidly evolving public narratives.
- Evaluate crisis communication performance through simulations, feedback, post-incident reviews, and lessons learned.
- Develop an actionable crisis communication improvement plan that can be adapted to the participant's organizational environment.

Who Should Attend

The Crisis Communication Training Course is designed for executives, senior managers, department heads, and professionals responsible for corporate communication, public relations, crisis management, business continuity, emergency response, risk management, organizational resilience, and stakeholder engagement. It is particularly relevant for Corporate Communications Managers, Public Relations Managers, Crisis Communication Managers, Media Relations Specialists, Communications Officers, Risk Managers, Crisis Managers, Business Continuity Managers, Emergency Preparedness Professionals, and Corporate Affairs Professionals.

The course is also suitable for executive assistants supporting senior leadership, human resources managers, legal and compliance professionals, customer experience leaders, security and safety managers, information security professionals, social media and digital communication specialists, government relations professionals, and members of crisis management and emergency response teams. It is valuable for professionals who may be required to prepare, approve, coordinate, deliver, or support organizational communication during critical events.

The program is particularly relevant to government entities, ministries, public sector organizations, banks and financial institutions, oil and gas companies, energy organizations, utilities, industrial organizations, technology companies, healthcare organizations, and large corporations where stakeholder trust, operational continuity, public confidence, and organizational reputation are important considerations during crises.

Learning Outcomes

- Explain the principles, objectives, and stages of effective crisis communication.
- Identify key stakeholders and determine their communication priorities during different crisis scenarios.
- Develop stakeholder-specific communication strategies for employees, customers, management, regulators, partners, media, and the public.
- Prepare clear crisis messages based on verified information, organizational priorities, and stakeholder needs.
- Apply structured communication techniques when information is incomplete, uncertain, sensitive, or rapidly changing.
- Develop internal communication approaches that support employee awareness, coordination,

safety, and operational continuity.

- Apply practical media interview and spokesperson techniques during challenging crisis situations.
- Manage communication across traditional media, websites, email, digital platforms, and social media channels.
- Identify and respond appropriately to rumors, misinformation, conflicting reports, and emerging narratives.
- Establish communication escalation, approval, coordination, and documentation processes for crisis situations.
- Evaluate crisis communication effectiveness through simulations, feedback, and post-crisis reviews.
- Develop a practical crisis communication action plan for implementation within the workplace.

Course Outline

DAY 01

Foundations of Crisis Communication

- Understanding crisis communication and its role in organizational resilience
- Differences between routine communication, emergency communication, and crisis communication
- Characteristics and communication challenges of organizational crises
- The relationship between crisis communication, crisis management, risk management, and business continuity
- Communication objectives before, during, and after a crisis
- Crisis communication governance, roles, responsibilities, and decision authority
- Identifying communication risks and potential reputational consequences
- Establishing crisis communication teams and coordination structures
- Principles of accuracy, transparency, consistency, timeliness, and accountability

PRACTICAL APPLICATION

Analyze a crisis scenario and identify communication priorities, stakeholders, risks, and immediate requirements

DAY 02

Stakeholder Management, Crisis Messaging & Communication Planning

- Stakeholder identification and stakeholder mapping
- Assessing stakeholder expectations, concerns, influence, and information requirements
- Developing crisis communication objectives for different audiences
- Creating clear, concise, consistent, and audience-specific crisis messages
- Message development frameworks for uncertain and rapidly changing situations
- Preparing key messages, talking points, frequently asked questions, and response statements
- Communication approval processes and information verification
- Communication channels and selecting the appropriate channel for each audience
- Developing crisis communication plans and communication matrices

PRACTICAL APPLICATION

Develop a stakeholder communication plan and prepare crisis messages for multiple audiences

DAY 03

Media Relations, Executive Communication & Internal Communication

- The role of media relations during organizational crises
- Preparing and managing organizational spokespersons
- Executive communication during high-pressure situations
- Preparing for media interviews and challenging questions
- Techniques for delivering concise, credible, and controlled messages
- Managing difficult questions, uncertainty, criticism, and sensitive information
- Internal communication with employees during emergencies and disruptions
- Communicating safety instructions, operational changes, and organizational decisions
- Communication with customers, suppliers, partners, regulators, and other stakeholders
- Maintaining message consistency across departments and communication channels

DAY 03 — CONTINUED

PRACTICAL APPLICATION

Conduct a simulated media briefing and executive communication exercise

DAY 04

Digital Communication, Social Media & Misinformation Management

- The role of digital communication in modern crisis response
- Managing organizational websites, digital channels, email, and social media during crises
- Monitoring emerging narratives and stakeholder concerns
- Identifying misinformation, rumors, conflicting reports, and unverified information
- Assessing when and how to respond to inaccurate or misleading information
- Developing rapid response messages for digital platforms
- Coordinating social media communication with official organizational messaging
- Managing sensitive information and communication risks in digital environments
- Protecting organizational credibility and maintaining stakeholder confidence

PRACTICAL APPLICATION

Simulated digital crisis involving rapidly changing information, public reaction, media pressure, and misinformation

DAY 05

Crisis Simulation, Evaluation & Continuous Improvement

- Developing an integrated organizational crisis communication framework
- Establishing communication escalation and approval procedures
- Defining spokesperson responsibilities and communication authority
- Coordinating communication between crisis management, operations, legal, risk, security, and executive leadership
- Managing communication during prolonged and complex crisis situations
- Evaluating communication effectiveness during and after crisis events

DAY 05 — CONTINUED

- Conducting post-crisis communication reviews and identifying lessons learned
- Measuring communication readiness and identifying capability gaps
- Developing corrective actions and continuous improvement initiatives
- Integrating crisis communication with business continuity, emergency response, risk management, and organizational resilience

FINAL WORKSHOP

Conduct a comprehensive crisis communication simulation, evaluate communication performance, and develop an organizational crisis communication improvement action plan

Register or Request More Information

Course page: <https://quest-training.com/courses/crisis-communication-training-course>

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