

# Communicating in a Crisis

2 Days **BGCC**

## OVERVIEW

The effective management of crisis is necessary in order to limit damage to the public perceptions and a reputation of a brand. This course is designed to provide practical steps for the communicator in a crisis situation.

The course covers how the impact of crisis on reputation can be reduced; best practice in crisis communication and effective PR techniques, using practical assignments and brief case studies.

## DESIGNED FOR

Middle to senior-level communicators who may have responsibility for crisis communication with the media and the public and reputation management. Knowledge of the principles of media relations and public relations is pre required.

## LEARNING OUTCOMES

By the end of this course participants will be able to:

- Managing reputation risk.
- Prepare for crisis communication and how to handle the media and other audiences in a crisis situation.

## TOPICS COVERED

- Benefits of crisis management
- Forecasting crisis scenarios
- Planning for trouble
- Crisis and management behaviour
- Role of the communicator in a crisis
- Crisis communication procedures and manuals
- Handling the media and other audiences

## EXTRA NOTES

*An equivalent course is available in Arabic and French. Please call us for details.*