BLACKBIRD FOR TRAINING

Workshop Crisis & Conflict Management

5 – 9 July 2027
Kuala Lumpur (Malaysia)

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Introduction

In today's fast-paced and unpredictable world, organizations must be prepared for crises. This course provides participants with the knowledge and skills needed to understand and manage crises effectively. You will learn how a crisis can impact an organization and explore strategies to mitigate its effects. Focusing on crisis management, this course emphasizes the importance of crisis communication, effective response protocols, and managing perceptions in both traditional media and social media during a crisis.

By attending this course, you will gain the tools necessary to implement a crisis management plan, form a crisis management team CMT, and use communication methods that keep the organization's reputation intact. You will learn how to prepare for crisis situations, respond rapidly, and make decisions that contribute to a successful crisis recovery.

Course Objectives

- Define crisis management and the different types of crises that organizations may face.
- Identify the principles of effective crisis communication and how to apply them in a crisis situation.
- Develop a crisis management plan CMP to manage and mitigate crises before, during, and after they occur.
- Understand the role of media and social media in crisis situations and how to utilize them effectively.
- Evaluate the key dimensions of crisis communication management and how to prioritize them in real-time.
- Measure and analyze the effectiveness of your crisis communication efforts to improve future responses.

Course Outlines

Day 1: Introduction to Crisis Management

- Understanding what crisis management is and its importance in modern organizations.
- Exploring different types of crises: natural disasters, financial crises, reputation crises, and more.
- Key aspects of a crisis: urgency, unpredictability, and its impact on the organization.
- Evolution of a crisis and its phases.
- Principles of crisis communications: setting clear objectives, responding quickly, maintaining credibility, and crafting appropriate messages.



Day 2: Crisis Management Process

- The pre-crisis phase: planning ahead with a crisis management plan CMP.
- The role and responsibilities of the Crisis Management Team CMT.
- The spokesperson's role during a crisis.
- Crisis event phase: initial response, managing the reputation, and swift actions.
- Post-crisis phase: lessons learned and continuous communication follow-up.

Day 3: Crisis Communication and Media

- The relationship between media and crisis communication.
- Media as a partner in crisis response: how to collaborate with journalists and control the narrative.
- Using social media effectively during a crisis: challenges and benefits.
- Dynamic strategies for using social media as a tool for crisis communication.

Day 4: Dimensions of Crisis Communication Management

- Standard operating decisions in crisis management.
- Victim management dimension: managing affected stakeholders.
- The importance of trust and credibility in crisis situations.
- Behavioral and professional expectations of crisis communication teams.
- Ethical dimension in crisis response.
- Reviewing lessons learned from past crises.

Day 5: Measuring Your Results in a Crisis

- How to measure crisis management outputs and outcomes.
- Measuring the impact of crisis communication efforts.
- Establishing criteria and benchmarks for success.
- Developing a measurement program: defining objectives, audience, and criteria for evaluation.
- Analyzing results for conclusions and recommendations to improve future crisis communication plans.

Why Attend This Course: Wins & Losses!

By attending this course, you will gain in-depth knowledge of crisis management principles and tools that will enable you to handle any crisis effectively. Here’s why you should attend:



- Master Crisis Management: Learn what crisis management is, its definition, and how to implement a crisis management plan CMP that prepares your organization for any unexpected event.
- Effective Communication in Crisis: Understand how to manage crisis communication efficiently, respond rapidly, and maintain credibility and trust with your stakeholders, both in media and on social media.
- Conflict Management Skills: Develop essential conflict management skills to help you navigate difficult situations and restore calm, especially during crises.
- Hands-on Crisis Management Techniques: Learn best practices in managing crises and communication, from initial response to recovery phases.
- Certification in Crisis Management: Earn a certification that enhances your credentials in conflict management, making you more prepared to lead in times of uncertainty.
- Improve Crisis Communication Strategies: Discover how to use media, social media, and crisis communication tools to shape the public narrative and protect your organization's reputation.

Conclusion

Effective crisis management is crucial for every organization, and knowing how to handle crisis communication is an invaluable skill. This course equips you with a comprehensive understanding of how to respond to crises, manage conflicts, and protect your organization's reputation. You will leave with the ability to develop and implement a crisis management plan, coordinate a crisis management team, and measure the effectiveness of your communication strategies. Whether you're preparing for a crisis or managing one in real-time, this course provides the tools and knowledge to ensure a successful response and recovery.

Enroll now and enhance your ability to manage crises and conflicts efficiently, ensuring that your organization remains resilient in times of crisis.

