

Workshop Crisis & Conflict Management

Amsterdam (Netherlands)

23 - 27 June 2025

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Workshop Crisis & Conflict Management

Code: PS28 From: 23 - 27 June 2025 City: Amsterdam (Netherlands) Fees: 4200 Pound

Introduction

This course provides participants with the opportunity to identify how a crisis can impact an organization and what should be done to mitigate its effects. The course focuses on how to prepare the communication function to respond rapidly and effectively in the event of a crisis in order to be able to manage perceptions in the media and online.

By attending this course, you will learn best practices in crisis communication management, situation analysis, risk assessment, crisis team formation and responsibilities, protocols, and resources to be used such as crisis manuals and communication tools.

Course Objectives of Crisis and Conflict Management

- Identify the different types of crises and their aspects
- List the various principles of crisis communication
- Devise crisis management processes aimed at mitigating potential crises in their organizations
- Demonstrate the benefits of using the media in a crisis situation
- Evaluate and prioritize the dimensions involved in crisis communication management
- Analyze and interpret results achieved through crisis communication management

Course Outlines of Crisis and Conflict Management

Day 1

Introduction

- Definition of a crisis
- Overview of communication
- Various types of crises
- Key aspects of a crisis
- Evolution of a crisis

Principles of crisis communications

- Setting your clear objective
- Responding quickly
- Accepting responsibility

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles.

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- Appropriate messaging
- Profiling your audience
- Showing and maintaining credibility
- Coordinating with others
- Continuous monitoring

Day 2

Crisis management process

- Pre-crisis phase
- Crisis Management Plan CMP
- Crisis Management Team CMT
- The spokesperson's role
 - Crisis event phase
 - Initial response
 - Reputation repair
 - Post-crisis phase
 - Lessons learned
 - Follow up with communication

Day 3

Crisis communication and media

- Media and communication
- Media as a partner in crisis response
- Social media and crisis communication
- Social media as a beneficial tool or a challenge
- Dynamic use of social media in crisis communication

Day 4

Dimensions of crisis communication management

- Standard operating decisions dimension
- Victims management dimension
- Trust and credibility dimension
- Behavior dimension
- Professional expectations dimension
- Ethical dimension
- Lessons learned

Day 5

How to measure your results in a crisis

- Measuring outputs
- Measuring the impact
- Measuring outcomes

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- Steps for a measurement program
 - Defining your objectives
 - Defining your audience
 - Defining your criteria and benchmarks
 - Deciding upon your timing, budget, and measurements tools
 - Analyzing results for conclusions and recommendations

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