

Workshop Crisis & Conflict Management

Madrid (Spain)

14 - 18 July 2025

UK Training

PARTNER



Workshop Crisis & Conflict Management

Code: PS28 From: 14 - 18 July 2025 City: Madrid (Spain) Fees: 4400 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 gold king piece is prominent in the foreground, with a silver pawn and a silver knight behind it. The board is white and black squares, with a circular ripple effect in the background.

UK Training
PARTNER

- 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.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

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

UK Training
PARTNER



Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

