

## Workshop Crisis & Conflict Management

*Kigali (Rwanda)*

*11 - 15 November 2024*

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## Workshop Crisis & Conflict Management

Code: PS28 From: 11 - 15 November 2024 City: Kigali (Rwanda) Fees: 3700 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 queen, a rook, and a pawn) 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.

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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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