

Crisis Communication Skills

Brussels

15 - 19 December 2025

UK Training

PARTNER



Crisis Communication Skills

Code: PR28 From: 15 - 19 December 2025 City: Brussels Fees: 4400 Pound

Introduction

In today's volatile and fast-paced business landscape, Crisis Communication Skills are no longer optional—they are mission-critical. Whether in the oil and gas sector, banking and finance, telecommunications, or public administration, organizations face a rising number of crises that demand fast, accurate, and credible responses.

This intensive training course is specifically designed for executives, team leaders, and cross-functional professionals operating within both public and private institutions across the Middle East and North Africa. Whether you're early in your career or part of senior or middle management, mastering the art of crisis communication will elevate your strategic value and organizational impact.

Participants will gain practical tools to assess crisis scenarios, craft effective messages, choose optimal communication channels, and safeguard institutional reputation under pressure.

Course Objectives

- Understand the core principles of crisis communication.
- Analyze crisis situations and identify their communication dimensions.
- Apply proven models and frameworks for effective crisis messaging.
- Develop targeted messages for stakeholders and affected audiences.
- Utilize both digital and traditional communication channels effectively.
- Build a comprehensive crisis communication plan.
- Strengthen public speaking and media handling skills during crises.
- Evaluate post-crisis performance and lessons learned.

Course Outlines

Day 1: Introduction to Corporate Communication and Crisis Management

- Defining institutional communication and its strategic importance.
- Types of crises and their organizational impact.
- Key differences between regular and crisis communication.
- Roles and responsibilities within a crisis communication team.
- Stakeholder complexity in MENA-based institutions.
- Case study: A reputation crisis due to mismanaged communication.

Day 2: Proactive Planning for Crisis Communication

- Importance of a proactive crisis communication strategy.
- Structuring the crisis communication task force.
- Stakeholder mapping and audience segmentation.
- Developing pre-approved message templates.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver. The text 'UK Training' is in a small font above the word 'PARTNER' in a large, bold, black font.

UK Training
PARTNER

- Scenario-building and response simulations.
- Practical workshop: Drafting an initial crisis plan.

Day 3: Real-Time Crisis Response Techniques

- Message control tactics under pressure.
- Timing and accuracy of communication during critical moments.
- Best practices for engaging with journalists and media outlets.
- Organizing effective crisis press conferences.
- Handling misinformation and social panic.
- Hands-on exercise: Writing a crisis press release.

Day 4: Digital Tools and Channels in Crisis Communication

- Leveraging social media platforms during crises.
- Monitoring sentiment and engagement in real-time.
- Using AI tools for rapid response and information verification.
- Managing digital reputation and damage control.
- Emergency content publishing strategies.
- Case study: Government response via Twitter during a national emergency.

Day 5: Performance Evaluation and Final Assessment

- KPIs for crisis communication success.
- Gathering feedback from internal and external stakeholders.
- Media analysis and social listening post-crisis.
- Updating crisis communication plans based on experience.
- Final simulation: End-to-end crisis response roleplay.
- Participant assessment and certification exam.

Why Attend this Course: Wins & Losses!

- Build leadership confidence during high-stakes situations.
- Protect your organization's reputation and public image.
- Gain ready-to-use frameworks and templates.
- Learn to make strategic communication decisions under pressure.
- Strengthen your media interaction and spokesperson abilities.
- Earn a recognized professional certificate in crisis communication.
- Expand your network with regional crisis management experts.
- Stay aligned with compliance and regulatory expectations.

Conclusion

Crisis Communication Skills are a cornerstone of modern leadership—especially in complex, multi-stakeholder environments like those in the MENA region. This course goes beyond theory to deliver actionable insights, simulations, and planning tools that participants can take back and apply within their own institutions.

Whether you are managing public perception, internal employee morale, or external stakeholder expectations, this training ensures that your voice remains calm, credible, and strategic—even in the storm.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is white and black squares, with a subtle grid pattern.

UK Training
PARTNER



For professionals aiming to lead with resilience and clarity, this course offers not just skill-building, but true strategic transformation.

A graphic of a chessboard with several pawns. A large gold king piece is prominent in the foreground, with several smaller silver and gold pawns behind it. The board is a checkered pattern of light and dark squares. In the background, there are concentric circles radiating from the center.

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

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)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)
(Switzerland)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



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)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



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

 MANNAI CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D' EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS KFS Kuwait
 Reserve Bank of Malawi Malawi	 Central Bank of Nigeria Nigeria	 Ministry of Interior Kingdom of Saudi Arabia Ministry of Interior, KSA	 Mabruk Oil Company Libya	 Saudi Electricity Company KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK Gulf Bank Kuwait	 General Organization for Social Insurance KSA
 Defence Space Administration Nigeria	 National Industries Group (Holding), Kuwait	 Hamad Medical Corporation Qatar	 USAID Pakistan	 STC STC Solutions, KSA
 North Oil Company North Oil company,	 EKO Electricity EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 Authority for Electricity Regulation, Oman Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
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

Artificial Intelligence (AI)
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

