

Crisis Communication Skills

Toronto (Canada)

29 June - 3 July 2026

UK Training

PARTNER



Crisis Communication Skills

Code: PR28 **From:** 29 June - 3 July 2026 **City:** Toronto (Canada) **Fees:** 4700 **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.

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The background of the logo is a stylized chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver, set against a backdrop of concentric circles.

- 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, including a king, queen, and pawns, in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER



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

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

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

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

