Risk and Crisis Management

31 October – 4 November 2027
Tunis (Tunisia)



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Introduction

In today's volatile world, organizations face mounting challenges due to economic fluctuations, health crises, geopolitical shifts, and natural disasters. This makes Risk and Crisis Management a strategic necessity for ensuring business continuity, minimizing potential losses, and safeguarding institutional reputation. This course is designed for executives, team leaders, and professionals across various departments in both public and private institutions across the Middle East and North Africa. It equips participants with the frameworks and tools to identify risks, assess their impact, and design effective crisis response strategies that transform challenges into opportunities for resilience and growth.

Course Objectives

- Understand theoretical and practical foundations of risk and crisis management.
- Apply tools and techniques to identify potential risks.
- Develop skills to assess the likelihood and severity of risks.
- Design comprehensive and effective crisis response plans.
- Strengthen institutional communication during crises.
- Implement strategies to protect organizational reputation.
- Learn from global and regional case studies of best practices.
- Build institutional capacities for long-term resilience.

Course Outlines

Day 1: Introduction to Risk and Crisis Management

- Defining risks and their types in institutional contexts.
- Distinguishing between risk management and crisis management.
- Core principles of building comprehensive risk management systems.
- Crisis lifecycle: from detection to recovery.
- Leadership roles in navigating crises.
- Case examples highlighting the consequences of poor preparedness.



Day 2: Tools and Techniques for Risk Identification and Assessment

- Methods for identifying internal and external risks.
- Applying quantitative and qualitative analysis tools.
- Assessing probability and potential impact of risks.
- Developing risk matrices to prioritize responses.
- Scenario planning and future testing techniques.
- Practical exercise: analyzing risks in real-life case studies.

Day 3: Strategies for Crisis Response and Management

- Designing comprehensive crisis response frameworks.
- Establishing crisis management teams.
- Decision-making mechanisms under pressure.
- Business continuity strategies.
- Coordination between departments and external stakeholders.
- Case study: responding to an actual crisis.

Day 4: Institutional Communication and Reputation Protection

- Principles of effective communication during crises.
- Crafting clear messages for employees and stakeholders.
- Managing traditional and digital media relations.
- Strategies for reputation management and protection.
- Handling misinformation and public perception challenges.
- Workshop: Developing a Crisis Communication Plan.

Day 5: Practical Applications and Lessons Learned

- Applying risk and crisis management models to real-world cases.
- Discussing implementation challenges across regional institutions.
- Assessing workforce and operational risks.
- Participant presentations of applied projects.
- Comprehensive evaluation of skills and plans developed.
- Final review of key lessons and strategies for continuous improvement.



Why Attend This Course: Wins & Losses!

- Gain a comprehensive understanding of risk and crisis management.
- Acquire practical tools for identifying and assessing risks.
- Improve capabilities for rapid and effective crisis response.
- Enhance business continuity strategies.
- Develop strong frameworks for reputation protection.
- Learn from real-world global and regional case studies.
- Foster a culture of preparedness and proactive risk management.
- Transform crises into opportunities for organizational improvement.

Conclusion

Risk and Crisis Management is no longer optional—it is a strategic pillar for protecting organizations and ensuring sustainable success. By combining theoretical frameworks with practical applications, this course empowers participants to design robust plans, make effective decisions under pressure, and safeguard institutional reputation in the face of uncertainty.

Investing in advanced risk and crisis management capabilities not only minimizes losses but also strengthens competitiveness and enables long-term growth. As a result, risk and crisis management becomes a cornerstone for building organizations that are more resilient, adaptable, and prepared for the future.

