

Public Relations: Media Crisis Communication

Amman (Jordan)

11 - 15 July 2027

UK Training

PARTNER



Public Relations: Media Crisis Communication

Code: PR32 From: 11 - 15 July 2027 City: Amman (Jordan) Fees: 4200 Pound

Introduction

Public Relations: Media Crisis Communication has become one of the most critical challenges facing institutions in the modern era. Media crises can erupt suddenly and have an immediate impact on an organization's reputation, customer trust, and overall performance. In the digital age of traditional and social media, the speed of response and the precision of communication are decisive factors in containing crises and minimizing their damage.

This program is tailored for executives, team leaders, and specialists across government and private organizations in the Middle East and North Africa. It targets professionals at all career levels—from those seeking to build strong foundations in media communication, to mid- and senior-level leaders who require advanced tools to handle high-pressure situations effectively.

The practical value of this course lies in equipping participants with strategies and tools to build robust communication plans, engage effectively with the media during crises, and craft clear messages that protect organizational reputation and sustain long-term credibility.

Course Objectives

By the end of this course, participants will be able to:

- Understand the nature of media crises and their impact on institutional reputation.
- Analyze different crisis scenarios and anticipate their development.
- Develop effective communication plans for crises.
- Apply advanced techniques in Public Relations: Media Crisis Communication.
- Engage transparently with the media and the public.
- Manage interactions on digital and social media during crises.
- Craft unified and balanced media messages.
- Evaluate post-crisis performance and draw actionable lessons.

Course Outlines

Day One: Introduction to Media Crisis Communication

- Defining crisis communication in public relations.
- Types and causes of media crises.
- The lifecycle of a media crisis.
- The preventive and responsive role of public relations.
- Key stakeholders during crises management, media, public.
- Case studies of real-world media crises.

Day Two: Tools and Strategies for Crisis Communication

A graphic of a chessboard with several chess pieces. In the foreground, there is a silver pawn, a silver king, and a gold king. In the background, there are concentric circles emanating from the center of the board.

UK Training
PARTNER

- Core principles of communication in crises.
- Developing institutional crisis communication plans.
- Techniques for drafting clear and concise messages.
- Handling rumors and misinformation.
- Digital tools for managing communication during crises.
- Practical exercise: writing a crisis press release.

Day Three: Managing Media and Public Interaction

- Organizing effective press conferences.
- Skills for responding to journalists' questions.
- Building constructive relationships with media outlets.
- Strategies for handling engagement on social platforms.
- Balancing transparency with reputation protection.
- Workshop: simulated press conference during a crisis.

Day Four: Practical Applications and Case Studies

- Examining successful media crisis management cases.
- Analyzing failed responses and their consequences.
- Factors contributing to success or failure.
- Practical exercise: evaluating different crisis responses.
- Developing a comprehensive communication plan.
- Group discussions and lessons learned.

Day Five: Simulation and Final Assessment

- Reviewing key concepts and tools acquired.
- Full simulation of managing a media crisis.
- Group performance evaluation and feedback.
- Individual assessments and recommendations.
- Creating personal development plans.
- Key lessons for future crisis preparedness.

Why Attend This Course: Wins & Losses!

- Gain advanced skills in Public Relations and Media Crisis Communication.
- Strengthen abilities to communicate effectively with the media and the public.
- Acquire hands-on experience through case studies and simulations.
- Build robust and practical crisis communication plans.
- Improve institutional resilience in protecting reputation.
- Learn global best practices in crisis communication.
- Enhance transparency and credibility in critical situations.
- Earn a professional certificate to support career advancement.

Conclusion

The Public Relations: Media Crisis Communication program offers a comprehensive and practical approach to one

UK Training
PARTNER





of the most sensitive aspects of organizational management: protecting reputation during crises. By combining theoretical knowledge with real-world applications—such as case studies, simulations, and practical exercises—participants gain the skills to apply what they learn immediately in their institutions.

This course is not just a traditional training; it is a strategic investment in building leadership and communication capabilities that enable organizations to respond effectively to crises and maintain public trust in an unpredictable media environm

A graphic of a chessboard with a black and white checkered pattern. In the foreground, there are three chess pieces: a black pawn, a silver pawn, and a gold king piece. In the background, there are concentric circles radiating from the king piece.

UK Training
PARTNER

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

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 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 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)
Sustainability, ESG & Corporate Responsibility
Advanced 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