# Crisis Communication Skills

28 December 2026 – 1 January 2027
Rome (Italy)



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## 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.
- 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.

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

