BLACKBIRD FOR TRAINING

Public Relations: Media Crisis Communication

16 – 20 August 2027
Lisbon (Portugal)



Public Relations: Media Crisis Communication

Ref: 3255192_334396 **Date:** 16 – 20 August 2027 **Location:** Lisbon (Portugal) **Fees:** 5200 GBP

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

- 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 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

