PR & Media · PR118

Incident & Crisis Response Communication Skills

Amsterdam · 7 - 11 Dec 2026

Date	Venue	Duration
7 - 11 Dec 2026	**Amsterdam**	**1 Week**
Fee	Ref	Language
£5,150 GBP	**PR118**	**English**

Introduction

This Incident & Crisis Response Communication Skills training course will teach you the critical steps that every organisation must take to avoid being irreparably damaged by a crisis. Participants will learn how communication and operational response work together to ensure an efficient incident response and protect their reputation through practical advice, useful materials, and case studies.

Every sensible organisation understands the dangers they face, and that disaster can strike at any time.

The training included in this strength and resilience to your stakeholders or humiliating public failure. This training course takes a step-by-step approach to all or any of the training required to prevent crises and respond to major incidents if they occur.

The media is frequently very unforgiving of organisations that they believe have made mistakes, and effective communication when under media scrutiny is critical to escape unscathed. This Corporate Communication training course on Incident & Crisis Response Communication Skills gives you the skills and confidence you need to understand the communication environment and what you need to avoid in order to succeed when disaster strikes.

This on Incident & Crisis Response Communication Skills will highlight:

- An awareness of the media and communication environment at the time of a crisis
- The available media platforms and practical guidance on the way to use them
- How communication is integral to effective operational response
- How to make an event communications plan alongside a variety of useful planning tools
- Practical skills for media communication and supporting case studies

Course Objectives of Incident & Crisis Response Communication Skills

- Develop practical skills enabling effective communication at the time of an event
- Familiarise students with both techniques & technologies involved in crisis communication
- Provide a health check for your personal & organisational readiness
- Provide the arrogance to understand that your response strategies are appropriate and effective
- Build relevant knowledge through exploring relevant case studies and practical exercises
- Develop flexible creative and well-motivated teams

Course Methodology of Incident & Crisis Response Communication Skills

This Corporate Communication educational programme is activity and discussion based. Formal presentations are going to be balanced by a variety of case-studies, practice problems and group discussions. Sharing the experience of the participants is a crucial feature and delegates will have the chance to debate their own projects or challenges in an environment that specialise in solving those problems.
This Incident & Crisis Response Communication Skills educational programme consists of 5 stand-alone modules all based around common themes containing lecture content, skill assessments, participative discussions, video presentations and delegate exercises so as to make high impact training. This Corporate Communication training course is meant to be dynamic and highly interactive also as educational. the first focus is to supply delegates with concepts and methods which they will put to immediate use within the workplace.

Organisational Impact of Incident & Crisis Response Communication Skills

This educational programme demonstrates how:

- More effective employees at the time of an event therein maximum effect are often achieved by employees understanding how different sorts of mass media work and the way they will be applied during a crisis environment
- Strengthened employee specialise in actions and achievement around reputation management
- Improved organisational communications through demonstrating how PR involvement improves outcomes in risk management
- Enhanced employee leadership skills therein Staff in the least levels will have a transparent ethical and managerial framework to work to during a time of uncertainty and disruption, helping ensure business continuity
- Increased levels of confidence and motivation across a corporation knowing that business effectiveness is often enhanced through prior planning and preparation in times of crisis

Personal Impact of Incident & Crisis Response Communication Skills

This training course teaches the competencies that enable leaders to:

- To develop a simpler approach to crisis communication within the workplace with a sharper specialise in valuable goals
- Select and use the simplest tools to feature value to the organisation at a strategic level during a time of crisis
- Develop personal action planning and understand the way to manage during a time of severe disruption to normal operations

- To remain calm and consistent in their communications during a crisis using enhanced leadership skills
- To develop confidence and adaptability in communication
- To build confidence and mastery through personal coaching and advice providing increased ability to realise success

Target Audience of Incident & Crisis Response Communication Skills

This Corporate Communication educational programme has been designed for PR practitioners and for senior professionals like team leaders or technical specialists elsewhere within the organisation who could also be involved within the handling of crises, liable for the management of public reputation and therefore the rebuilding of business capacity after a significant incident or issue has hit.
This educational programme on Incident & Crisis Response Communication Skills is additionally relevant to anyone likely to possess responsibility for the delivery of PR and communication activities during a time of crisis for the organisation;

- Health, Safety & Environment Professionals
- Management team tasked with the direct delivery of internal and external communication activities or oversight of specialist sub-contractors with this responsibility during a time of crisis
- Senior operations personnel with responsibility for managing teams whose role includes PR and or internal communication during a time of crisis
- Those holding responsibility for the strategic use of PR and with responsibilities for business resilience

Course Outlines of Incident & Crisis Response Communication Skills

DAY 1

Orientating to Communication at the time of a Crisis or Incident

- Key Principles of Crisis Communication and Incident Response
- An Overview of the Scope & Role of PR
- Key Underpinning Concepts in PR
- What Makes a Crisis?
- The Importance of Reputation Management
- An Exploration of Stakeholders - Who Want to understand what's happening and
- Why do you want to Communicate?
- The Ethical Framework for Communication

DAY 2

Creating A Crisis or Incident Plan

- What is Crisis Management?
- Why does one need an idea and what should be in it?
- The Planning Process & Vulnerability Audit
- Alerting Procedures
- Response Structures - a glance at producing the required systems, teams and facilities to

satisfy the threat
- Exercise High Roller
- The 20 commonest Mistakes in Crisis Management - Why does one need a plan?

DAY 3

Media Management

- Media – friend or foe? A Journalistic Perspective
- What is News? Who are Journalists & What do they want?
- Media Management Strategies
- Media Relations
- Managing Stress
- Managing Filming and Photography
- Organising a Media Centre & news conference
- Leadership and therefore the Role of a pacesetter

DAY 4

Communication Formats & Strategies

- **Linking Timelines and methods in Communication**
- News Releases, Holding Statements and News Statements
- Media Briefings and Media Interviews
- Media Interviews Exercise
- Other Media Environments

DAY 5

Social Media & Crisis Communication

- Orientation to Digital & social media
- Citizen Journalists
- Social Media & Crises
- Case Studies
- Ethical Issues with social media
- Final Exercise

Register or ask about this course online

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