



International Training  
Center Paris

# TRAINING SCHEDULE

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# CRISIS COMMUNICATIONS MANAGEMENT

## Overview:

This training is designed to teach participants how to develop and implement a crisis communications plan to effectively manage a crisis situation. Participants will learn about crisis communication strategies, crisis messaging, crisis response protocols, and reputation management. They will also learn how to create a crisis communications team, manage media relations during a crisis, and handle social media.

### Objectives:

- Understand the importance of crisis communication planning
- Develop skills to effectively manage a crisis situation
- Develop a crisis communications plan and team
- Understand the role of media relations in crisis communication
- Develop a strategic approach to crisis communications management.

By the end of this training program, participants will have the knowledge and skills to develop and implement a crisis communications plan, manage a crisis situation effectively, understand the role of media relations and social media in crisis communication, and develop a strategic approach to crisis communications management.

## Targeted Groups:

- Crisis communication managers
- PR professionals specialized in crisis communication
- Communication directors handling crises
- Spokespersons for organizations during crises
- Professionals involved in crisis communication planning and execution

# Planning:

## **Day 1: Introduction to Crisis Communications Management**

- Introduction to crisis communications management
- Overview of crisis communication strategies
- Understanding the importance of crisis communications planning

## **Day 2: Developing a Crisis Communications Plan**

- Identifying potential crises and their impact
- Developing a crisis messaging strategy
- Creating a crisis communications plan and team

## **Day 3: Crisis Response Protocols**

- Understanding crisis response protocols
- Developing crisis communication protocols
- Conducting crisis communication drills

## **Day 4: Reputation Management**

- Understanding the importance of reputation management
- Developing a reputation management strategy
- Communicating with stakeholders during a crisis

## **Day 5: Media Relations and Social Media**

- Understanding the role of media relations in crisis communication
- Handling media inquiries during a crisis
- Managing social media during a crisis