Communication During Emergencies Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Effective communication during crises is a critical pillar of modern Crisis Communication, ensuring that accurate information reaches the right audiences at the right time. In emergency scenarios such as natural disasters, pandemics, industrial accidents, or security threats, communication failures can escalate panic, misinformation, and operational inefficiencies. Communication During Emergencies Training Course is designed to build advanced competencies in emergency messaging, risk communication, stakeholder coordination, and media management, aligned with global best practices in Emergency Management and integrated response systems.

Participants will develop hands-on skills in crafting clear, timely, and authoritative messages using modern communication channels including social media, emergency alert systems, and press briefings. The course emphasizes structured coordination under frameworks such as the Incident Command System, ensuring unified messaging across agencies. Learners will also explore how misinformation spreads during crises and how to counter it using verified communication strategies, public engagement techniques, and Disaster Risk Reduction principles.

Programme Curriculum

Communication During Emergencies Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Understand core principles of crisis communication strategy in emergencies
2. Apply real-time emergency messaging techniques across multiple platforms
3. Develop structured communication plans aligned with Incident Command System
4. Manage media relations during high-pressure disaster scenarios
5. Identify and counter misinformation and fake news in crises
6. Design effective public warning and alert systems
7. Coordinate communication between agencies and stakeholders
8. Apply risk communication frameworks for disaster preparedness
9. Improve decision-making under time-critical emergency conditions
10. Build trust through transparent public communication strategies
11. Utilize social media for real-time crisis updates and engagement
12. Conduct post-incident communication evaluation and reporting
13. Strengthen leadership skills in emergency communication command roles

Target Audience

1. Emergency response officers and disaster management teams
2. Government communication and public information officers
3. NGO humanitarian response coordinators
4. Healthcare emergency communication teams
5. Security and law enforcement communication units
6. Corporate crisis management and PR professionals
7. Media journalists and newsroom editors covering emergencies
8. Community leaders and local disaster preparedness committees

Course Modules

Module 1: Foundations of Crisis Communication

- Principles of effective emergency messaging
- Communication flow during disasters
- Public perception and behavioral response
- Role of trust in crisis communication
- Case Study: COVID-19 global communication strategies

Module 2: Emergency Management Communication Systems

- Structure of emergency communication networks
- Integration with **Emergency Management**
- Communication chain of command
- Inter-agency coordination protocols
- Case Study: Hurricane response coordination systems

Module 3: Incident Command Communication Framework

- Incident Command System roles in communication
- Unified command messaging structures
- Information flow control mechanisms
- Situation reporting formats
- Case Study: Wildfire command communication systems

Module 4: Media Relations During Emergencies

- Press briefing preparation and delivery
- Handling difficult media questions
- Live crisis interviews
- Media ethics in disaster reporting
- Case Study: Earthquake media response operations

Module 5: Digital and Social Media Crisis Communication

- Real-time social media monitoring
- Viral misinformation control strategies
- Platform-specific messaging techniques
- Audience engagement during emergencies
- Case Study: Twitter/X emergency alert usage during floods

Module 6: Risk Communication & Public Awareness

- Disaster Risk Reduction communication principles
- Early warning systems and alerts
- Community preparedness messaging
- Behavioral change communication
- Case Study: Tsunami early warning communication systems

Module 7: Stakeholder Coordination & Leadership Communication

- Multi-agency communication alignment
- Leadership messaging in crises
- Internal vs external communication balance
- Decision communication under pressure
- Case Study: Pandemic task force coordination models

Module 8: Post-Crisis Communication & Evaluation

- Recovery phase communication strategies
- Reputation rebuilding after disasters
- After-action communication reports
- Lessons learned documentation

- Case Study: Industrial accident communication recovery plan

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com