Crisis Communication and Media Relations Training Course

Professional Development Training Course Outline

Category	Migration and Refugee	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today?ÇÖs fast-paced digital era, organizations are exposed to high-stakes challenges that demand effective crisis communication and media relations strategies. Crisis Communication and Media Relations Training Course is designed to equip participants with trending skills, strategies, and insights to navigate crises while maintaining a positive brand image. With the increasing influence of social media platforms, online news cycles, and digital PR, it has become crucial for leaders and communication professionals to stay ahead of the curve in handling communication crises. The course emphasizes proactive approaches, reputation management, storytelling, and engagement with diverse stakeholders.

Through case studies, interactive simulations, and real-world scenarios, participants will learn how to design communication frameworks, develop response strategies, and deliver clear messages during critical situations. By mastering tools for media relations, participants will not only build confidence in addressing the press but also harness the power of digital communication channels to influence public perception. This course bridges traditional communication principles with contemporary digital tools, empowering professionals to protect organizational reputation and lead with resilience.

Programme Curriculum

Crisis Communication and Media Relations Training Course

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Course Objectives

1. Develop advanced crisis communication strategies with digital-first approaches.
2. Build skills for managing high-impact media interactions effectively.
3. Strengthen reputation management frameworks in unpredictable scenarios.
4. Apply real-world crisis case studies for practical knowledge.
5. Enhance stakeholder communication across traditional and digital platforms.
6. Leverage social media monitoring tools for rapid response.
7. Understand best practices for online reputation management.
8. Learn strategies for crisis leadership and decision-making.
9. Design integrated media strategies aligned with organizational goals.
10. Improve storytelling techniques to control public narratives.
11. Analyze media trends for proactive crisis prevention.
12. Gain hands-on experience with press conferences and media briefings.
13. Cultivate resilience and adaptability in high-pressure communication environments.

Organizational Benefits

1. Increased organizational resilience in crisis management.
2. Enhanced brand credibility and trust during crises.
3. Strengthened public image and stakeholder confidence.
4. Effective risk mitigation through communication planning.
5. Improved employee alignment during crises.
6. Efficient use of digital platforms for public engagement.
7. Proactive prevention of reputational damage.
8. Increased leadership credibility in external communications.
9. Enhanced agility in responding to unpredictable scenarios.
10. Long-term sustainability through strengthened communication culture.

Target Audiences

1. Public relations professionals
2. Corporate communication managers
3. Senior executives and business leaders
4. Marketing and brand managers
5. Government communication officers
6. Crisis management consultants
7. Human resources managers
8. Media spokespersons and press officers

Course Duration: 10 days

Course Modules

Module 1: Fundamentals of Crisis Communication

- Introduction to crisis communication principles
- Identifying potential risks and triggers
- Understanding communication psychology during crises
- Importance of timely responses
- Role of transparency and accountability
- Case study: Johnson & Johnson Tylenol crisis

Module 2: Media Relations Essentials

- Basics of engaging with journalists and media outlets
- Key media channels and their influence
- Building trust with the press
- Preparing media statements and press kits
- Handling difficult media inquiries
- Case study: United Airlines passenger incident

Module 3: Digital Crisis Management

- Role of social media during crises
- Monitoring online sentiment and analytics
- Leveraging digital tools for quick response
- Managing misinformation and fake news
- Integrating digital PR strategies
- Case study: Starbucks racial bias incident

Module 4: Stakeholder Communication

- Identifying key stakeholders in crises
- Tailoring messages for different audiences
- Internal vs. external stakeholder strategies
- Aligning communication with organizational values
- Maintaining trust and transparency
- Case study: BP Deepwater Horizon oil spill

Module 5: Reputation Management

- Understanding brand reputation lifecycle
- Long-term vs. short-term reputation strategies
- Impact of reputational damage on growth
- Role of values-driven communication
- Tools for online reputation monitoring
- Case study: Facebook Cambridge Analytica scandal

Module 6: Crisis Leadership Communication

- Role of leaders in shaping narratives
- Communicating under pressure
- Building resilience and emotional intelligence

- Crisis decision-making frameworks
- Managing conflicting interests
- Case study: Toyota recall crisis

Module 7: Proactive Crisis Planning

- Designing communication frameworks
- Establishing protocols for rapid response
- Building cross-functional communication teams
- Conducting risk audits and scenario planning
- Role of training and simulations
- Case study: Samsung Galaxy Note 7 recall

Module 8: Media Training for Spokespersons

- Developing effective spokesperson skills
- Structuring responses for clarity
- Managing live interviews and broadcasts
- Non-verbal communication techniques
- Preparing for hostile questioning
- Case study: Pepsi Kendall Jenner advertisement backlash

Module 9: Social Media Communication Strategy

- Developing crisis communication playbooks for social media
- Strategies for responding to online backlash
- Engaging with influencers and online communities
- Monitoring trending hashtags and narratives
- Balancing transparency and brand protection
- Case study: Nestl?? palm oil controversy

Module 10: Crisis Communication Frameworks

- Overview of global best practices
- Adopting communication models like SCCT and CERC
- Customizing frameworks for organizational needs
- Building adaptability into frameworks
- Measuring effectiveness of communication strategies
- Case study: KFC UK chicken shortage crisis

Module 11: Internal Communication in Crises

- Keeping employees informed during crises
- Role of HR in communication strategies
- Encouraging two-way communication
- Preventing misinformation within organizations
- Building employee trust during critical times
- Case study: Uber sexual harassment crisis

Module 12: Legal and Ethical Considerations

- Ethical challenges in crisis communication

- Balancing transparency with legal risks
- Managing liability through communication
- Regulatory requirements for public communication
- Role of legal teams in message crafting
- Case study: Volkswagen emissions scandal

Module 13: Post-Crisis Communication

- Managing communication after crises subside
- Conducting post-crisis evaluations
- Restoring trust and credibility
- Leveraging lessons learned for growth
- Long-term media relationship building
- Case study: Equifax data breach

Module 14: Global Crisis Communication

- Communicating across cultural contexts
- Multinational crisis coordination
- Challenges of time zones and language barriers
- Adapting strategies for global audiences
- Best practices from international organizations
- Case study: World Health Organization during COVID-19

Module 15: Capstone Project and Simulation

- Group crisis simulation exercise
- Media press conference practice
- Role-playing stakeholder communication
- Creating digital crisis management strategies
- Debriefing and lessons learned
- Case study: Boeing 737 Max crisis

Training Methodology

- Interactive workshops with real-world scenarios
- Group discussions and brainstorming sessions
- Role-play exercises and live simulations
- Practical case study analysis
- Hands-on media training activities
- Peer-to-peer and instructor feedback

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	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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

Register Online Now

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