Crisis Management Media for Aviation Executives Training Course

Professional Development Training Course Outline

Category	Aviation and Airport Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's highly volatile aviation industry, the need for strategic crisis communication and media response preparedness has never been more urgent. Aviation executives must be equipped with the tools and techniques necessary to manage high-stakes media situations and protect the reputation of their organizations during times of turbulence. Crisis Management Media for Aviation Executives Training Course provides participants with essential knowledge in crisis response, public relations, media handling, and stakeholder communication to maintain operational credibility and public trust.

This intensive, hands-on program is tailored specifically for aviation leaders, communication managers, and safety officers. It covers real-time crisis scenarios, press conference simulations, media interaction protocols, and reputation management strategies. The course integrates expert instruction with industry case studies to ensure participants can lead confidently and communicate effectively when facing aviation-related crises.

Programme Curriculum

Crisis Management Media for Aviation Executives Training Course

Introduction

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Course Objectives

1. Understand the fundamentals of aviation crisis communication.
2. Identify and analyze various types of aviation-related crises.
3. Develop a proactive media engagement plan.
4. Implement effective press briefing strategies during emergencies.
5. Enhance executive media presentation and delivery skills.
6. Craft compelling crisis messaging across platforms.
7. Apply social media strategy during aviation emergencies.
8. Monitor and respond to misinformation in real-time.
9. Establish a chain of command for crisis communication.
10. Manage internal communication during aviation disruptions.
11. Evaluate post-crisis media impact and recovery planning.
12. Conduct mock interviews and press conferences under pressure.
13. Build and maintain stakeholder trust through transparent communication.

Target Audiences

1. Airline CEOs and top executives
2. Aviation communication directors
3. Crisis response team leaders
4. Airport authority managers
5. Government aviation regulators
6. Aviation public relations officers
7. Safety and emergency preparedness coordinators
8. Airline legal and compliance officers

Course Duration: 5 days

Course Modules

Module 1: Introduction to Aviation Crisis Communication

- Overview of aviation crisis types
- Impact of crises on brand reputation
- Role of executives in communication
- Media timeline expectations
- Press release structure basics
- **Case Study:** Boeing 737 MAX crisis and media response

Module 2: Media Landscape and Stakeholder Expectations

- Traditional vs. digital media in aviation
- Identifying key stakeholders and their concerns
- Managing conflicting narratives
- Crisis communication ethics

- Coordinating with regulatory bodies
- **Case Study:** Ethiopian Airlines Flight 302 media handling

Module 3: Developing a Crisis Communication Plan

- Building a crisis response team
- Drafting key message templates
- Creating a rapid-response checklist
- Integrating communication protocols
- Establishing escalation procedures
- **Case Study:** Malaysia Airlines MH370 response framework

Module 4: Executive Media Skills and Messaging

- Public speaking in high-pressure situations
- Framing and tone control
- Interview techniques with journalists
- Handling aggressive questioning
- Aligning message with company values
- **Case Study:** Delta Airlines CEO during system-wide outage

Module 5: Social Media Management in Aviation Crises

- Platform-specific messaging strategies
- Monitoring hashtags and online sentiment
- Preventing rumor escalation
- Engaging with digital stakeholders
- Coordinating social media and traditional PR
- **Case Study:** United Airlines passenger removal incident

Module 6: Live Simulation – Press Briefings & Media Interviews

- Role-playing executive press conferences
- Simulated emergency scenarios
- On-camera performance critique
- Team-based message rehearsal
- Managing emotional and factual balance
- **Case Study:** Real-time simulation based on volcanic ash airspace closure

Module 7: Internal Communication During a Crisis

- Ensuring staff alignment with public messaging
- Communication hierarchy during disruption
- Employee well-being communication protocols
- Intranet and hotline usage for updates
- Preventing internal leaks
- **Case Study:** Southwest Airlines internal response during service grounding

Module 8: Post-Crisis Review and Recovery Communication

- Media analysis and coverage evaluation
- Public perception measurement

- Executive messaging for recovery
- Integrating learnings into future plans
- Communicating operational restoration
- **Case Study:** Lufthansa's recovery from Germanwings tragedy

Training Methodology

- Instructor-led sessions by crisis communication experts
- Real-life case study analysis from aviation incidents
- Group discussions and scenario mapping
- Video-recorded mock interviews with critique
- Crisis plan development workshops
- Role-playing and media simulations

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

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

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