Crisis Media Management 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

In today’s hyper-connected digital landscape, Crisis Media Management has become a critical competency for organizations, governments, and brands facing rapid information escalation across social media and traditional news channels. A single negative post, viral video, or reputational incident can escalate into a full-scale brand crisis within minutes. Crisis Media Management Training Course equips participants with advanced skills in reputation management, media response strategy, crisis communication planning, and digital risk mitigation. It focuses on real-time decision-making frameworks that help organizations protect credibility, maintain stakeholder trust, and control narratives across platforms such as X (Twitter), Facebook, Instagram, TikTok, and online news ecosystems.

This program blends theory with real-world application, enabling learners to master crisis communication models, media engagement protocols, sentiment analysis, stakeholder communication strategies, and AI-driven social listening tools. Participants will learn how global brands handle PR disasters, misinformation outbreaks, corporate scandals, cybersecurity breaches, and leadership controversies. By the end of the course, learners will be able to design and execute a complete crisis media response plan, ensuring resilience, transparency, and strategic communication under pressure.

Programme Curriculum

Crisis Media Management Training Course

Introduction

In today’s hyper-connected digital landscape, Crisis Media Management has become a critical competency for organizations, governments, and brands facing rapid information escalation across social media and traditional news channels. A single negative post, viral video, or reputational incident can escalate into a full-scale brand crisis within minutes. Crisis Media Management Training Course equips participants with advanced skills in reputation management, media response strategy, crisis communication planning, and digital risk mitigation. It

focuses on real-time decision-making frameworks that help organizations protect credibility, maintain stakeholder trust, and control narratives across platforms such as X (Twitter), Facebook, Instagram, TikTok, and online news ecosystems.

This program blends theory with real-world application, enabling learners to master crisis communication models, media engagement protocols, sentiment analysis, stakeholder communication strategies, and AI-driven social listening tools. Participants will learn how global brands handle PR disasters, misinformation outbreaks, corporate scandals, cybersecurity breaches, and leadership controversies. By the end of the course, learners will be able to design and execute a complete crisis media response plan, ensuring resilience, transparency, and strategic communication under pressure.

Course Duration

5 days

Course Objectives

1. Master Crisis Communication Strategy Development for high-pressure environments
2. Understand Digital Reputation Management & Brand Protection Techniques
3. Apply Real-Time Media Monitoring & Social Listening Tools (AI-driven)
4. Develop Rapid Response Communication Frameworks for PR crises
5. Learn Misinformation & Fake News Containment Strategies
6. Build Stakeholder Engagement & Transparent Communication Models
7. Execute Multi-Platform Crisis Messaging
8. Analyze Sentiment Tracking & Online Reputation Analytics
9. Implement Corporate Risk Communication Protocols
10. Strengthen Executive Media Training & Spokesperson Skills
11. Design Crisis Escalation & Decision-Making Hierarchies
12. Manage Cybersecurity Breach Communication & Incident Response PR
13. Evaluate Post-Crisis Recovery & Brand Reputation Rebuilding Strategies

Target Audience

1. Corporate Communication Managers
2. Public Relations (PR) Professionals
3. Social Media Managers & Digital Marketers
4. Government Communication Officers
5. NGO Communication & Advocacy Teams
6. Brand Managers & Marketing Executives
7. Journalists & Media Practitioners
8. Startup Founders & Business Leaders

Course Modules

Module 1: Foundations of Crisis Media Management

- Definition and types of media crises
- Lifecycle of a communication crisis
- Crisis vs issue vs risk differentiation
- Importance of speed in response strategy
- Case Study: *United Airlines passenger removal incident*

Module 2: Digital Reputation & Brand Protection

- Online reputation monitoring systems
- Brand sentiment tracking techniques
- Reputation risk indicators
- Influencer impact during crises
- Case Study: *Tesla social media reputation fluctuations*

Module 3: Social Media Crisis Response Strategy

- Platform-specific crisis handling
- Viral content containment strategies
- Hashtag hijacking prevention
- Real-time engagement protocols
- Case Study: *KFC chicken shortage crisis (UK)*

Module 4: Media Relations & Press Handling

- Writing effective press statements
- Managing journalists during crises
- Press conference preparation techniques
- Controlling narrative flow
- Case Study: *BP Deepwater Horizon oil spill response*

Module 5: Misinformation & Fake News Control

- Identifying misinformation patterns
- Fact-checking workflows
- Digital rumor containment strategies
- Coordination with media watchdogs
- Case Study: *COVID-19 misinformation campaigns*

Module 6: Crisis Communication Leadership

- Role of leadership in crisis messaging
- Spokesperson training techniques
- Tone, empathy, and transparency in messaging
- Internal vs external communication balance
- Case Study: *Johnson & Johnson Tylenol crisis*

Module 7: Cybersecurity & Data Breach Communication

- Handling data leak announcements
- Legal and compliance communication
- Customer trust restoration strategies
- Coordinating IT and PR teams
- Case Study: *Facebook/Cambridge Analytica scandal*

Module 8: Recovery & Post-Crisis Reputation Building

- Brand recovery frameworks
- Long-term trust rebuilding strategies

- Reputation auditing tools
- Post-crisis communication evaluation
- Case Study: *Samsung Galaxy Note 7 recall crisis*

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

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

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