Humanitarian Communication 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 rapidly evolving humanitarian landscape, effective communication is a critical pillar for impact-driven interventions, crisis response coordination, and community engagement. Humanitarian Communication Training Course equips professionals with cutting-edge skills in strategic communication, digital storytelling, crisis communication management, behavior change communication (BCC), and data-driven messaging. As humanitarian crises become increasingly complex driven by climate change, conflict, and public health emergencies there is a growing demand for professionals who can deliver inclusive, ethical, and audience-centered communication strategies across diverse cultural and digital environments.

This course integrates innovation, technology, and human-centered design to strengthen communication outcomes in humanitarian contexts. Participants will gain hands-on experience in media relations, social media analytics, misinformation management, risk communication, and stakeholder engagement, ensuring they can amplify impact, build trust, and enhance accountability. Through real-world case studies, simulations, and collaborative learning, the program prepares learners to navigate high-pressure communication environments while aligning with global humanitarian standards and principles.

Programme Curriculum

Humanitarian Communication Training Course

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Course Duration

5 days

Course Objectives

1. Develop expertise in strategic humanitarian communication frameworks
2. Strengthen skills in crisis communication and emergency response messaging
3. Enhance capacity in digital storytelling and multimedia content creation
4. Build knowledge of behavior change communication (BCC) strategies
5. Apply data-driven communication and analytics tools
6. Improve stakeholder engagement and community-centered communication
7. Master social media management and real-time communication strategies
8. Address misinformation, disinformation, and rumor management
9. Integrate risk communication and public health messaging
10. Promote inclusive communication and localization approaches
11. Strengthen media relations and advocacy communication
12. Apply ethical communication and safeguarding principles
13. Design monitoring, evaluation, and learning (MEL) communication frameworks

Target Audience

1. Humanitarian and NGO professionals
2. Communication and media officers
3. Program and project managers
4. Public health communication specialists
5. Government and policy communication staff
6. Development practitioners and consultants
7. Social media and digital communication managers
8. Researchers and advocacy professionals

Course Modules

Module 1: Foundations of Humanitarian Communication

- Principles of humanitarian communication
- Communication in crisis and conflict settings
- Ethical and inclusive communication
- Communication frameworks and models
- *Case Study:* Communication response during refugee crises

Module 2: Strategic Communication Planning

- Designing communication strategies
- Audience segmentation and targeting
- Message development and positioning
- Communication for behavior change
- *Case Study:* UNICEF communication campaigns

Module 3: Crisis and Emergency Communication

- Crisis communication lifecycle
- Risk communication strategies
- Real-time communication tools
- Media handling during emergencies
- *Case Study:* Ebola outbreak communication response

Module 4: Digital Communication and Social Media

- Social media strategy development
- Content creation and scheduling
- Digital engagement and community management
- Social listening and analytics
- *Case Study:* Digital campaigns during COVID-19

Module 5: Storytelling and Content Development

- Human-centered storytelling
- Multimedia content production
- Visual communication and branding
- Ethical storytelling practices
- *Case Study:* NGO storytelling for fundraising

Module 6: Media Relations and Advocacy

- Building media partnerships
- Press releases and media kits
- Advocacy communication strategies
- Public relations in humanitarian settings
- *Case Study:* Advocacy campaigns for climate action

Module 7: Misinformation and Risk Communication

- Identifying misinformation trends
- Countering disinformation strategies
- Risk communication frameworks
- Community trust-building approaches
- *Case Study:* Vaccine misinformation management

Module 8: Monitoring, Evaluation, and Learning (MEL)

- Communication impact measurement
- Data collection and analysis tools
- Learning and adaptation strategies
- Reporting and knowledge sharing

- *Case Study:* Evaluating communication campaigns in humanitarian programs

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