PR Coordination for Customer-Facing Crises Training Course

Professional Development Training Course Outline

Category	Customer Service and Customer Experience	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s hyper-connected digital landscape, a single customer-facing crisis can escalate within minutes, impacting brand reputation and stakeholder trust. PR Coordination for Customer-Facing Crises Training Course equips professionals with strategic crisis communication, reputation management, and real-time response skills essential for navigating high-pressure scenarios. Participants will gain hands-on experience in media relations, social listening, and customer engagement, ensuring they can effectively mitigate reputational damage while maintaining brand loyalty.

Through practical frameworks, real-world case studies, and interactive simulations, this training emphasizes proactive crisis planning, cross-functional coordination, and data-driven decision-making. By mastering these competencies, participants will emerge as confident, agile communicators capable of safeguarding their organizations during customer-centric disruptions, ensuring business continuity and enhanced stakeholder confidence.

Programme Curriculum

PR Coordination for Customer-Facing Crises Training Course

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Course Duration

5 days

Course Objectives

By the end of this course, participants will be able to:

1. Develop a strategic crisis communication plan for customer-facing incidents.
2. Identify potential reputational risks before they escalate.
3. Implement real-time response protocols for social media crises.
4. Coordinate with internal teams using cross-functional collaboration tools.
5. Execute effective media engagement strategies during crises.
6. Apply customer sentiment analysis to guide communication decisions.
7. Craft compelling key messaging for internal and external stakeholders.
8. Manage public backlash while preserving brand credibility.
9. Integrate AI-powered monitoring tools to detect early warning signals.
10. Conduct post-crisis evaluation to improve future response strategies.
11. Build trust and transparency with affected customers.
12. Leverage case studies from top brands to enhance learning.
13. Ensure regulatory compliance and ethical standards in communications.

Target Audience

- PR Managers and Coordinators
- Customer Experience Leaders
- Social Media Managers
- Marketing and Communications Professionals
- Brand Reputation Specialists
- Crisis Management Teams
- Corporate Affairs Executives
- Internal Communication Specialists

Course Modules

Module 1: Introduction to Customer-Facing Crises

- Types of customer-facing crises and triggers
- Impact on brand reputation and business continuity
- Role of PR in crisis management
- Real-world case study: Airline customer service crisis
- Frameworks for early detection and prevention

Module 2: Crisis Communication Strategy

- Building a strategic communication plan

- Messaging frameworks for transparency and trust
- Aligning with organizational goals
- Stakeholder mapping and communication channels
- Case study: Retail brand handling a product recall

Module 3: Media and Public Relations Coordination

- Managing press and influencer relations
- Crafting press releases under pressure
- Conducting media briefings
- Crisis spokesperson training
- Case study: Food chain handling viral social media backlash

Module 4: Social Media Monitoring & Response

- Social listening tools and sentiment analysis
- Real-time response protocols
- Mitigating misinformation and rumors
- Escalation procedures for viral issues
- Case study: Telecom company social media incident

Module 5: Internal Communication During Crises

- Aligning internal teams with crisis plans
- Transparent employee communication
- Preventing internal misinformation
- Coordinating cross-departmental responses
- Case study: Financial services internal crisis management

Module 6: Customer Engagement and Retention

- Handling complaints and negative reviews
- Maintaining trust through empathy-driven communication
- Proactive customer support during crises
- Loyalty recovery strategies
- Case study: E-commerce platform handling shipping delays

Module 7: Post-Crisis Analysis and Recovery

- Conducting post-mortem evaluations
- Lessons learned and process improvement
- Reputation rebuilding strategies
- Reporting and KPI analysis
- Case study: Hospitality brand recovering from a PR crisis

Module 8: Emerging Trends in Crisis PR

- AI and automation in crisis monitoring
- Predictive analytics for early risk detection
- Influencer and community management during crises
- Digital storytelling for brand recovery
- Case study: Tech brand leveraging AI for crisis response

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- 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

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