Stakeholder Communication During Crises 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 volatile, uncertain, complex, and ambiguous (VUCA) environment, organizations face increasing exposure to crisis events, reputational threats, operational disruptions, cybersecurity breaches, and public scrutiny. Effective stakeholder communication during crises is no longer optional it is a strategic necessity for survival and continuity. Stakeholder Communication During Crises Training Course equips professionals with advanced competencies in crisis communication strategy, stakeholder engagement, media management, risk messaging, and digital reputation control to ensure organizational resilience.

Modern crises unfold in real time across multiple channels, particularly social media, where misinformation and sentiment can escalate rapidly. Organizations must therefore adopt a proactive, transparent, and coordinated communication approach that aligns leadership, employees, regulators, customers, investors, and the public. This program provides practical frameworks, simulation-based learning, and real-world case studies to master crisis response communication, stakeholder trust rebuilding, and strategic narrative control in high-pressure environments.

Programme Curriculum

Stakeholder Communication During Crises Training Course

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Course Duration

5 days

Course Objectives

1. Master principles of crisis communication strategy and stakeholder management
2. Develop effective emergency communication response plans
3. Enhance skills in media relations during crisis situations
4. Apply frameworks for risk communication and issue escalation
5. Strengthen corporate reputation management under pressure
6. Design multi-stakeholder communication strategies
7. Manage social media crisis communication and digital backlash
8. Control misinformation and rumor management in real time
9. Build executive communication and spokesperson readiness
10. Improve internal communication during organizational crises
11. Implement recovery communication and post-crisis reputation rebuilding
12. Align communication with ESG and corporate governance standards
13. Utilize data-driven crisis monitoring and sentiment analysis tools

Target Audience

1. Corporate Communications Managers
2. Public Relations Officers
3. Risk & Compliance Managers
4. Government Communication Officers
5. NGO and Humanitarian Communication Specialists
6. Executive Leadership Teams (CEOs, COOs, Directors)
7. Marketing & Brand Managers
8. Emergency Response and Crisis Management Teams

Course Modules

Module 1: Foundations of Crisis Communication

- Understanding crisis typologies
- Principles of transparency, speed, and accuracy
- Stakeholder mapping and prioritization
- Crisis communication lifecycle
- Case Study: Corporate response to a global product recall crisis

Module 2: Stakeholder Engagement Strategy

- Identifying internal and external stakeholders
- Communication hierarchy during emergencies

- Tailoring messages for different audiences
- Trust-building frameworks
- Case Study: Government response to public health emergency communication

Module 3: Media Relations in Crisis Situations

- Managing press briefings under pressure
- Handling difficult journalist questions
- Press release structuring for crisis updates
- Live media engagement strategies
- Case Study: Airline accident media crisis management

Module 4: Digital & Social Media Crisis Communication

- Real-time monitoring of online sentiment
- Social listening tools and alerts
- Managing viral misinformation
- Social media response protocols
- Case Study: Brand backlash on Twitter/X during campaign controversy

Module 5: Risk & Reputation Management

- Identifying communication risks early
- Reputation damage control strategies
- Brand recovery frameworks
- Crisis escalation pathways
- Case Study: Data breach and corporate reputation recovery strategy

Module 6: Leadership & Spokesperson Communication

- Executive messaging during crises
- Media training for leaders
- Non-verbal communication under pressure
- Message consistency across leadership teams
- Case Study: CEO crisis apology and public trust rebuilding

Module 7: Internal Communication During Crises

- Employee communication frameworks
- Managing internal rumors and uncertainty
- Crisis updates and briefing systems
- Psychological safety in organizations
- Case Study: Organizational restructuring crisis communication

Module 8: Recovery, Recovery Messaging & Post-Crisis Strategy

- Post-crisis communication planning
- Stakeholder trust restoration strategies
- Lessons learned documentation
- Long-term reputation rebuilding
- Case Study: Airline industry recovery after major operational disruption

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
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
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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