Training Course on Public Relations and Crisis Communication for Agri-Companies

Professional Development Training Course Outline

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

Course Introduction

In today’s fast-evolving agricultural landscape, public relations (PR) and crisis communication are essential for building resilient agri-companies. Training Course on Public Relations and Crisis Communication for Agri-Companies equips participants with strategic communication tools to protect brand reputation, manage public perception, and foster stakeholder trust. With increasing digital exposure and unpredictable market or environmental disruptions, agri-businesses must proactively develop robust PR and crisis communication frameworks that ensure transparency, consistency, and credibility.

This comprehensive training program combines real-world case studies, expert insights, and hands-on tools to help participants understand how to craft persuasive messages, handle media relations, and mitigate risks during crises. The course emphasizes agricultural brand storytelling, digital media engagement, and crisis preparedness, all tailored to the unique challenges and opportunities within the agri-sector. Participants will leave with the skills and confidence to guide their organizations through both smooth and turbulent times.

Programme Curriculum

Training Course on Public Relations and Crisis Communication for Agri-Companies

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Course Objectives

1. Understand the fundamentals of agricultural public relations
2. Develop a strategic crisis communication plan for agri-companies
3. Enhance brand reputation management during crises
4. Master stakeholder engagement strategies in agriculture
5. Analyze the role of social media in PR crisis scenarios
6. Build effective internal communication systems
7. Apply best practices in media relations and press releases
8. Implement proactive risk management and response tactics
9. Leverage storytelling for agricultural brand identity
10. Conduct reputation audits and sentiment analysis
11. Create content for crisis press briefings and media kits
12. Utilize data-driven communication strategies
13. Evaluate and measure PR effectiveness in agri-businesses

Target Audience

1. Agri-business CEOs and Executives
2. Public Relations Officers in Agriculture
3. Agricultural Extension Service Providers
4. Marketing and Communication Professionals
5. Crisis Management Consultants
6. Farmer Cooperative Leaders
7. Agritech Start-up Founders
8. Policy Makers in Agri-Food Systems

Course Duration: 5 days

Course Modules

Module 1: Introduction to PR in Agri-Business

- Understand PR fundamentals in agricultural contexts
- Identify key audiences in the agri-ecosystem
- Analyze current PR challenges in agri-business
- Explore the role of perception and trust
- Align PR goals with business objectives
- **Case Study: John Deere’s PR Strategy in Global Markets**

Module 2: Crisis Communication Essentials

- Define what constitutes a crisis in agriculture
- Explore communication protocols for emergencies
- Learn how to craft initial crisis statements
- Practice building a crisis team and role clarity
- Integrate government and regulatory coordination
- **Case Study: Typhoon Disaster Response in Filipino Rice Sector**

Module 3: Stakeholder Engagement & Trust Building

- Identify internal and external stakeholders
- Learn engagement mapping and prioritization
- Use tools for community and partner trust-building
- Design inclusive communication strategies
- Evaluate engagement feedback loops
- **Case Study: Nestlé's Stakeholder Transparency in Cocoa Sourcing**

Module 4: Social Media in Agricultural Crises

- Monitor and respond via social media platforms
- Apply social listening and sentiment tracking tools
- Develop crisis messages for digital platforms
- Learn timing and tone management in posts
- Assess viral risk and response mechanisms
- **Case Study: Monsanto's Response to GMO Backlash Online**

Module 5: Media Management & Public Statements

- Build relationships with agricultural journalists
- Create compelling press releases for agri-stories
- Manage press conferences and interviews
- Develop media kits for crisis situations
- Address misinformation and fake news
- **Case Study: USDA's Media Strategy During Avian Flu Outbreak**

Module 6: Reputation Risk & Monitoring

- Understand what damages brand reputation
- Conduct reputation risk assessments
- Use digital tools to monitor brand sentiment
- Implement brand recovery strategies
- Align corporate social responsibility with PR
- **Case Study: Syngenta's Reputation Recovery after Lawsuit**

Module 7: Internal Communication During Crisis

- Train employees as communication ambassadors
- Develop crisis FAQ and internal memos
- Ensure clear vertical and horizontal messaging
- Promote employee morale and trust
- Set up communication chains and backups
- **Case Study: Cargill's Employee Communication Plan During COVID-19**

Module 8: PR Strategy Development & Evaluation

- Set SMART goals for PR strategies
- Align communication channels and KPIs
- Design implementation calendars and budgets
- Evaluate media coverage and audience response
- Conduct post-crisis performance reviews
- **Case Study: FAO's PR Campaign on Sustainable Soil Management**

Training Methodology

- Interactive lectures and expert-led discussions

- Role-playing exercises and scenario simulations
- Group assignments and crisis drills
- Case study analysis and storytelling labs
- Hands-on toolkits and communication templates
- Pre-and post-training knowledge assessments

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
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500

Start Date	End Date	Location	Price
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