



Communication skills in crisis



17 - 21 March 2025



Madrid (Spain)

# Communication skills in crisis

course code: R5031 From: 17 - 21 March 2025 Venue: Madrid (Spain) - course Fees: 4500 Euro

## Overview:

What is the common factor between the oil spill events in the British Petroleum Company in 2010 and the disappearance of the Malaysian flight H370 and the financial crisis of 2008? The common factor is that they are all crises echoed all over the world and dealing with them is a major challenge for their institutions. We offer this course, which focuses on providing participants with cognitive concepts that help them determine the impact of crises on their institutions and the actions that should be taken to mitigate for its effect. The course also focuses on how to develop channels of communication to respond quickly and effectively to crises and best practices in dealing with the media.

Participants in this course will acquire best practices in crisis communication management, situational analysis skills, risk assessment and crisis management team responsibilities, protocols and resources to be used in such cases as communication tools and crisis guides.

## Course Objectives

### Participants will be able to:

- Identify the different types and characteristics of crises.
- A list of the different principles of communication when crises.
- Planning crisis management processes that seek to mitigate their potential impact on their institutions.
- Illustrate the benefits of using the media when crises.
- Assessment and prioritization of dimensions related to crisis communication management.
- Analysis and interpretation of communication management results when crises.

## Target groups:

This course is aimed at team leaders, supervisors, PR managers and all professionals involved in crisis management.

## Target competencies:

- Speak to the public.
- Verbal and nonverbal communication.
- Influence on the public.
- Establishing and consolidating relationships.
- Motivating subordinates.
- Organization and leadership of projects.

## **Program content an introduction:**

- Definition of crises.
- Overview of the concept of communication.
- Different types of communication.
- Key aspects of crises.
- Evolution of crises.

## **Principles of Crisis Communication:**

- Set clear goals.
- Rapid Response.
- Take responsibility.
- Relevant messages.
- Identify your audience.
- Show reliability and maintain.
- Coordination with others.
- Continuous follow-up

## **Crisis Management Process:**

- Pre-crisis phase.
- Crisis Management Plan.
- Crisis Management Team.
- Role of the Spokesperson.

## **Stage of the crisis:**

- Initial response.
- Reputation Repairs.

## **Post-crisis:**

- Lessons learned.
- Follow-up and communication.

## **Media and communication in crisis:**

- Media and communication.
- Media as a partner when responding to crises.
- Social media and communication in times of crisis.
- Social media as a useful or challenging tool.
- Effective use of social media in crisis communication.

## Communication management dimensions of the crisis:

- After the standard operational decision-making.
- After administration of the victims.
- After trust and reliability.
- After the behavior.
- After the professional expectations.
- The moral dimension.
- Lessons learned.

## How do you measure your results when crises:

- Measuring output.
- Measuring the effects of the crisis.
- Measuring results.
- Steps of the measurement program.
- Setting goals.
- Select audience.
- Determination of standards and measurement indicators.
- Choose timing, budget and measurement tools.
- Analysis of findings, information extraction and recommendations.