MERCURY

Crisis Management Planning Training Course

8 – 12 February 2027
Dar es Salaam (Tanzania)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Crisis Management Planning Training Course

Ref: 16052_1068200 **Date:** 8 – 12 February 2027 **Location:** Dar es Salaam (Tanzania) **Fees:** 5300 Euro

Introduction:

In today's volatile business environment, organizations face complex crises that can disrupt operations, threaten reputations, and challenge stakeholder trust. The Crisis Management Planning training course equips professionals with the strategic insight and practical tools to navigate such emergencies effectively. This course provides a structured approach for identifying potential threats, implementing response strategies, and ensuring business continuity. Participants will gain hands-on experience in developing, testing, and refining crisis management plans.

This Crisis Management Planning program emphasizes leadership, communication, and decision-making under pressure, critical for managing high-stakes scenarios. It is relevant to government, healthcare, finance, energy, logistics, and other sectors where operational resilience is paramount. Attendees will lead crisis response initiatives confidently. It blends theory, practical exercises, and real-world case studies to cultivate both crisis readiness and strategic foresight.

Targeted Groups:

This Crisis Management Planning training course targets professionals seeking specialized knowledge and skills:

- Crisis response team leaders and coordinators.
- Emergency and risk management officers.
- Public relations and corporate communications managers.
- Health, safety, and environmental HSE professionals.
- Operations and facility managers.
- Security and safety officers in high-risk industries.
- Human resource professionals are responsible for business continuity.
- Government and public service employees in civil protection roles.
- Professionals in the energy, aviation, manufacturing, and transport sectors.
- Business owners and executives are responsible for organizational stability.

Targeted Competencies:

Participants will gain the following competencies during the Crisis Management Planning program:

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- Risk identification and threat analysis techniques.
- Strategic crisis planning and execution.
- Effective communication in high-pressure situations.
- Leadership and decision-making during uncertainty.
- Stakeholder and media management during emergencies.
- Business continuity and post-crisis recovery planning.
- Implementation of emergency response frameworks.
- Coordination across multiple agencies and departments.
- Development of crisis documentation and reporting standards.
- Proficiency in crisis scenario training and simulation exercises.
- Practical skills in organizational crisis planning and readiness.
- Application of crisis planning skills in real-world situations.

Course Objectives:

Participants will achieve the following objectives by completing the Crisis Management Planning course:

- Understand different types of crises, triggers, and organizational vulnerabilities.
- Identify and assess risks using structured analytical tools.
- Develop and implement effective crisis communication strategies.
- Analyze stakeholder roles and responsibilities during emergencies.
- Design integrated crisis response and business continuity plans.
- Apply incident command systems and emergency protocols effectively.
- Evaluate real-world case studies to strengthen decision-making skills.
- Build comprehensive crisis response checklists and documentation.
- Practice leadership and communication under simulated stress scenarios.
- Monitor, review, and update crisis plans based on performance metrics.
- Apply recovery strategies to minimize disruption and protect reputation.
- Coordinate cross-functional teams during crisis simulations.
- Establish governance protocols for pre- and post-crisis reviews.
- Enhance collaboration between internal departments and external agencies.
- Embed resilience planning into long-term organizational culture.

Studying Scenarios:

In this Crisis Management Planning training, participants will develop their skills through the analysis of the following scenarios:

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- Simulated organizational crises affecting operations and reputation.
- Emergency response coordination between multiple departments.
- Real-world case studies of corporate crisis management failures and successes.
- Decision-making exercises under time-sensitive conditions.
- Stakeholder and media communication during high-pressure events.
- Business continuity planning for critical infrastructure disruptions.
- Risk assessment exercises using scenario planning tools.
- Incident command system implementation in simulated emergencies.
- Post-crisis evaluation and improvement planning exercises.

Course Content:

Unit 1: Fundamentals of Crisis Management and Planning:

- Define crises and differentiate them from general risks.
- Explore sources and types of organizational crises.
- Examine the crisis lifecycle: warning, impact, response, recovery.
- Understand early warning systems and monitoring tools.
- Learn crisis effects on operations, reputation, and stakeholders.
- Assess internal and external vulnerabilities.
- Explore characteristics of high-performing crisis management teams.
- Establish principles of risk communication and ethical response.
- Understand distinctions between crisis management and risk management.
- Introduction to corporate crisis management strategies and frameworks.

Unit 2: Risk Assessment and Crisis Preparedness:

- Conduct comprehensive risk identification and threat mapping.
- Learn business impact analysis BIA techniques.
- Apply qualitative and quantitative risk assessment methods.
- Develop risk matrices to prioritize potential threats.
- Create and evaluate preparedness policies and protocols.
- Understand legal, regulatory, and compliance requirements.
- Use scenario planning for complex crisis anticipation.
- Integrate contingency planning into organizational operations.
- Assign roles and responsibilities within crisis preparedness teams.
- Implement organizational crisis readiness measures.

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Unit 3: Crisis Response Frameworks and Command Structures:

- Explore emergency operations center EOC structures.
- Understand the Incident Command System ICS in practice.
- Build decision-making hierarchies for rapid response.
- Coordinate internal teams and external agencies in real-time.
- Conduct tabletop exercises and crisis drills.
- Develop notification, escalation, and communication procedures.
- Integrate information management under high-stress conditions.
- Identify and protect critical infrastructure and assets.
- Maintain operational continuity during extended disruptions.
- Apply crisis response planning skills to real-world exercises.

Unit 4: Crisis Communication and Stakeholder Engagement:

- Plan and deliver effective crisis communications.
- Handle media inquiries and public statements professionally.
- Design communication templates for varied crisis scenarios.
- Implement strategies to prevent misinformation and panic.
- Tailor messages for internal and external audiences.
- Use social media and digital platforms responsibly.
- Prepare and assign spokespersons for public engagement.
- Ensure transparency while safeguarding sensitive information.
- Evaluate communication effectiveness post-crisis.
- Integrate stakeholder management into crisis planning.

Unit 5: Recovery, Continuity, and Post-Crisis Evaluation:

- Develop tailored recovery strategies to restore operations.
- Restore critical services and functions post-crisis.
- Identify gaps and lessons from response activities.
- Conduct post-crisis audits and impact assessments.
- Establish key performance indicators for organizational resilience.
- Document procedures to support future crisis planning.
- Conduct debriefing sessions with internal and external stakeholders.
- Adjust crisis management plans to address emerging threats.
- Promote continuous learning and improvement organization-wide.
- Embed crisis preparedness into long-term corporate culture.

Final Insights & Key Takeaways:

This Crisis Management Planning course equips participants with the skills to prepare, respond, and recover from crises effectively. Leadership, strategic planning, and communication are central to organizational resilience. Realistic training exercises enhance crisis readiness and minimize operational downtime. Professionals will protect their organizations from both predictable and unforeseen emergencies.